

Sparks

State of the Nation's Economy:
Up

STEEL SHIPMENTS—A record of 55,432,982 tons was set during the first eight months, an increase of 36 percent over the like period in 1952, according to American Iron & Steel Institute. August shipments totaled 6,498,695 tons, up 187,000 from August, 1952, but down 84,000 from July.

BUILDING AWARDS—Heavy-construction contracts in the week ended Oct. 12 amounted to \$268,942,000, against \$170,028,000 the previous week. The total volume for 42 weeks of the year to date was \$12,217,958,000, second highest on record for the period.

BANK RESERVES—Federal Reserve Bank members' reserves increased \$254 million in the week ended Oct. 14.

COMMERCIAL PAPER—Rose by 5 percent during September to a total of \$475 million, the highest since March, according to Federal Reserve Board.

* * *

Down

HOUSING STARTS—Totalled 92,000 non-farm homes in September, 2,000 fewer than in August.

OIL STOCKS—Totalled 286,163,000 barrels on Oct. 10, or 1,605,000 under the preceding week.

BUSINESS INDEX—Stood at 109.6 on Oct. 10, compared with 110.2 the previous week, according to *Baron's*.

U. S. EMPLOYEES—Federal civilian employment in July was 1.3 percent below that of a year ago.

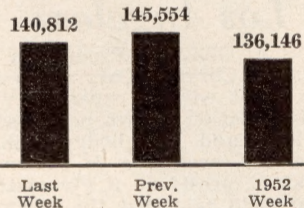
RAIL LOADINGS—In week ended Oct. 10 were 4.6 percent below the like 1952 period and off 1 percent from the preceding week.

PRIMARY PRICES—Declined 0.2 percent in week ended Oct. 13 to 110.1, according to Bureau of Labor Statistics.

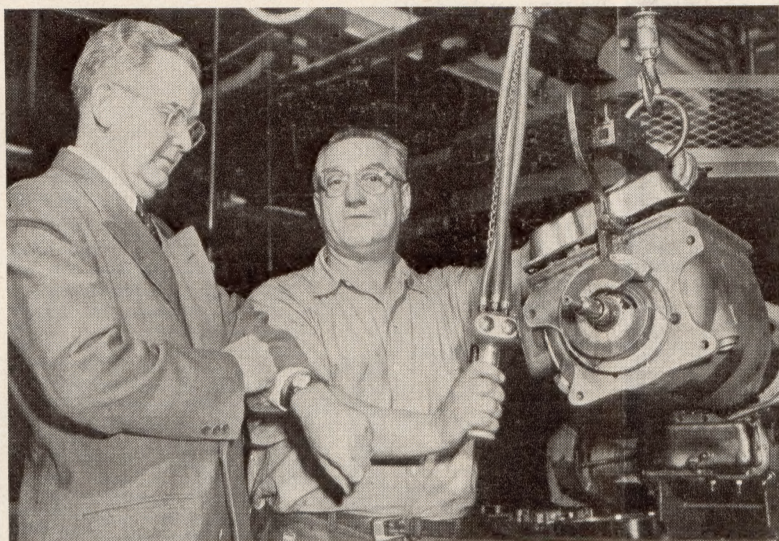
STEEL OUTPUT—Was 94.8 percent of capacity last week, compared with 96.3 percent the week before.

Production

Automotive News Estimates
U. S. Cars, Trucks



For complete production totals by makes, see table, page 37.



First Hydra-Matic Since Aug. 12—

Coming off the line at GM's Detroit Riopelle plant is the first Hydra-Matic unit made since the disastrous Aug. 12 fire at Livonia, Mich. It was completed last Monday at 2:45 p. m. D. L. Boyes, plant manager, checks the time as John Wisniewski hoists it onto a conveyor. Production of GM Hydra-Matics at Willow Run is scheduled to begin within two weeks.

Hydra-Matics Roll Again

Riopelle Plant Builds First Since Fire;
GM May Buy Willow Run

THE first Hydra-Matic unit produced since the \$80 million Aug. 12 fire at General Motors' Livonia (Mich.) plant was turned out last Monday (Oct. 19).

It was made at the Riopelle plant in Detroit, a facility which had been used for Hydra-Matic work until about a week before the fire. At that time the machines were removed to Livonia, only to be ruined by the blaze.

Riopelle now is an assembly area for Hydra-Matic parts made by GM divisions and outside suppliers.

Main production of the automatic drive will be at Willow Run, where both manufacture and assembly of parts will be performed. Small-scale output is scheduled to begin there Nov. 9, possibly Nov. 2. Full production of 4,500 a day, the Livonia rate, is due by mid-December.

INITIAL production of Hydra-Matics at the Riopelle plant will reach approximately 1,200 daily in November, said Harlow H. Curtice, president of GM.

The first units are being installed on Army trucks.

Hydra-Matics will not be installed on General Motors' cars until the 1954 models begin rolling, and there is speculation that some of the early '54s won't be so equipped. The first non-defense units turned out will go to non-

GM users—Lincoln, Nash and Kaiser.

Meanwhile, it was reported in Washington last week that GM has made an offer to buy Willow Run and that Kaiser officials were "thinking it over."

While both GM and Kaiser Motors refused to comment on purchase negotiations, Edgar F. Kaiser said in New York that GM was negotiating to lease an additional

(Continued on Page 37, Col. 3)

Auto Makers Cite Efforts To Build Safety into Cars

RICHMOND, Va.—Auto manufacturers, who have been a frequent target of so-called experts on the subject of safety, gave their side of the story last week at the 21st annual meeting of the American Assn. of Motor Vehicle Administrators here.



C. A. Chayne

committee of the Automobile Man-

Makers Hit Trick Ads, Pressure to Take Cars, NADA's Bell Reports

Reaction on Blitz Sales Still Inconclusive, He Indicates;
Further Talks Planned with Top Officials;
Bell Hopeful of Action by Factories

WASHINGTON. — Reporting on discussions with top factory management over the recent outbreak of frenzied merchandising, Frederick J. Bell, executive vice-president of NADA, last week told NADA members:

1. Top executives expressed universal opposition to misleading advertising, and, in those cases where effective action has not been taken to put a stop to these practices, such action was promised.

2. There was unanimity with regard to high-pressure methods that force a dealer to take more new cars than experience shows he can handle effectively.

3. ALL of the executives said: "We want our dealers to make a profit. We want them to be successful. We're not perfect; we make our share of mistakes and, when those mistakes affect the welfare of our dealers, we want to know about it so that we can take proper action in their behalf."

With reference to blitz sales



Fred J. Bell

themselves—a side from the matter of deception, Bell indicated that the replies were inconclusive.

However, he said that his visit proved that top management is anxious to listen to NADA speaking on behalf of its members.

"THAT," said Bell, "isn't such a bad thing, in itself. Further visits will prove whether or not words will be paralleled by constructive action."

"I, for one, am convinced that

(Continued on Page 31, Col. 1)

Auction Buying At Peak Ratio; Prices Decline

By Bob Lienert
Staff Writer

A SURPRISINGLY sharp upturn in dealer buying, noted at many wholesale used-car auctions last week, pushed overall sales activity to a record high for the year, according to reports received by AUTOMOTIVE NEWS.

Sales amounted to 68 percent of all cars offered, compared with 56 percent a week earlier. For the past six months, the ratio of cars sold to those offered has averaged 61 percent.

Along with the increased buying activity was a definite firming of prices. Although a general downward trend continued, AUTOMOTIVE NEWS' wholesale price index showed a drop of only \$7, compared with \$28 a week earlier and \$42 the week previous to that.

Reports from individual auctions bore out the overall indications.

"PRICES up," "demand much better," "market firm," "bidding brisk" and "stronger activity,"

(Continued on Page 35, Col. 2)

Top Cars

New-car registrations for eight months, plus 26 states for September:

1953 Pos.	Make	1952 Pos.
1—967,182	Chev.	568,619—1
2—730,572	Ford	468,120—2
3—427,414	Plym.	309,208—3
4—335,993	Buick	213,869—4
5—290,209	Pontiac	181,430—5
6—238,369	Olds.	149,508—7
7—218,254	Dodge	178,980—6
8—181,427	Mercury	122,079—8
9—118,261	Stude.	112,650—9
10—114,081	Chrysler	88,756—11
11—112,342	Nash	100,484—10
12—88,645	DeSoto	64,632—12
13—76,053	Cadillac	61,950—13
14—58,319	Packard	49,361—15
15—51,632	Hudson	58,390—14
16—34,614	Willys	28,131—17
17—31,254	Lincoln	19,263—19
18—19,716	Kaiser	28,525—16
19—9,390	Henry J	22,711—18
20—5,238	MG	5,244—20
21—2,431	Austin	3,551—21
22—611	Allstate	1,114—22

Total All Makes
4,127,386 2,845,951

For further details see page 36, today's issue.

'53 Output Passes Third Highest Year

By Tom Hewitt
Staff Writer

THE year 1953 last week became the third-best vehicle-production year in automotive history and should become the second best sometime next month.

This year's output through Saturday (Oct. 24), according to AUTOMOTIVE NEWS' estimates, totals 6,269,469 vehicles, surpassing 1949, formerly the third-best year, which saw 6,249,988 vehicles produced.

Auto makers now have to turn out only 477,500 cars and trucks to exceed the 1951 total, which at present is second only to the 8,002,433 vehicles built in 1950.

U. S. CAR output last week inched up to 122,380, only 35

units over the previous week's total, but truck production fell 20 percent, to 18,432 from the previous week's 23,209.

The truck decline was due to model changeovers at Chevrolet and Studebaker, the latter's truck lines being down completely.

With the Independents hampered by output troubles, the Big Three last week took slightly better than 96 percent of total car turnout.

GENERAL MOTORS garnered 42.6 percent; Ford Motor Co., 31.8, and Chrysler Corp., 21.8.

Studebaker, working on 1954 models, continued on a three-day, two-shift schedule to spread the work among its labor force.

Hudson was hit by a one-day wildcat strike last Monday, as it

was the previous Thursday. A disciplinary layoff of a shop steward was blamed.

BUT the Independents will pick up this week. Kaiser today (Oct. 26) resumes output of Henry Js after four months of idleness. Production of Kaisers will begin at a later date, it is said.

Nash, which two weeks ago lost two days' production because of changeover difficulties, reopens

(Continued on Page 37, Col. 3)

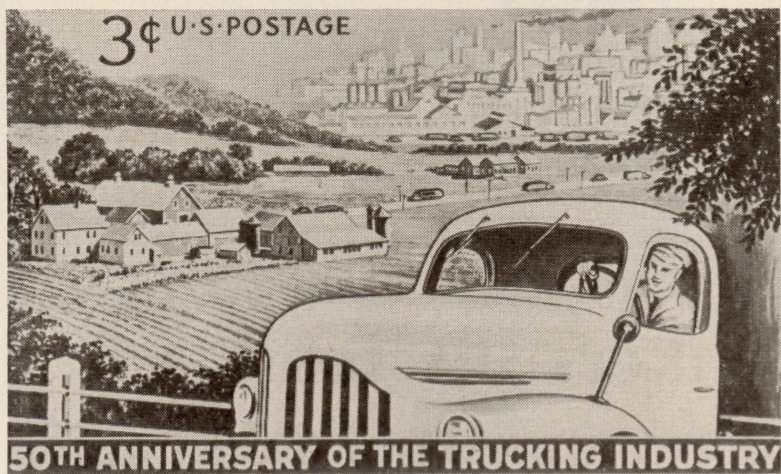
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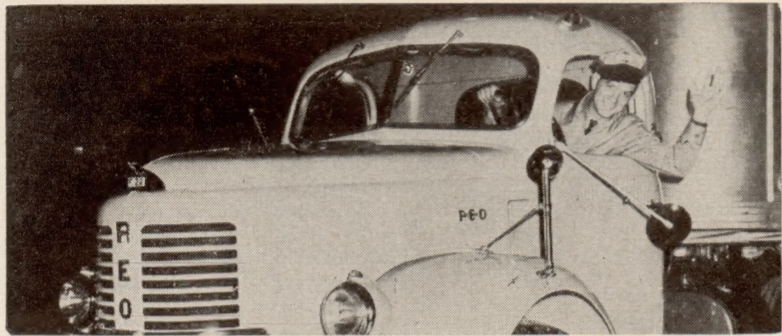
"ACCELERATING ability is an asset in at least two ways from the safety viewpoint," he said. "The first, of course, is to reduce the time your car has to be on the left side of a two-lane road when passing another car."

(Continued on Page 34, Col. 2)

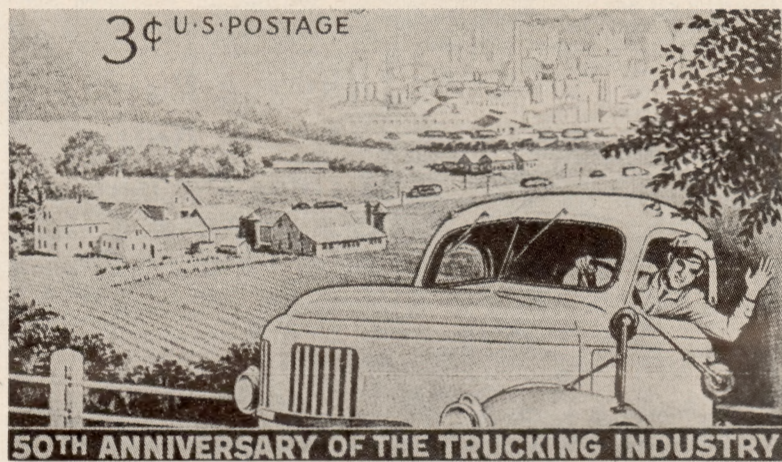
Confusion on Truck Stamp



NEW DESIGN of the U. S. stamp issued to commemorate the 50th anniversary of American trucking. Formal introduction takes place tomorrow (Oct. 27) at Los Angeles during American Trucking Assns. convention.



WHEN STAMP was first issued, the drawing was practically identical with that of a winning Rodeo winner driving a Reo truck as shown above. Only slight alterations had been made, leaving identity of the truck apparent.



WHEN FIRST design of the commemorative stamp was shown (above), a storm of protest went up from truck makers (except Reo), because the truck still carried several identifying features of the Reo truck, which evidently served as the artist's model for the original drawing. Postmaster General Arthur E. Summerfield, himself a prominent truck dealer (Chevrolet), was quick to order the stamp redrawn to eliminate the identifying features.

Women Rate Easy Driving Over Style, Packard Says

DETROIT. — Packard has surveyed the distaff side to get an idea of feminine tastes in cars, and the year-long survey indicates that women want, in this order:

1. Ease of driving and dependability.
2. Style and appearance.
3. Comfort and convenience.

Although the women listed style and appearance as second choice in their demands, they qualified their vote by the unanimous opinion that both ease of driving and style should be made available in equal amounts, without sacrificing one for the other.

Included among the specific

features requested by the women were:

- Heavy-car safety but with power equipment to take the work out of driving (87 percent).
- Power steering, especially for parallel parking (85 percent).
- Engine power (high torque) for passing and hills, rather than speed (80 percent).
- Long, low lines and sleek exterior (87 percent).

A new choice in colors, fabrics and matching monochromatic color schemes, with more emphasis on high-fashion treatments similar to those in the home furnishings and apparel fields (75 percent).

Visibility, with emphasis on seat height, maximum window and windshield areas without distortion, and clear view of all four fenders from driver's seat (70 percent).

Doors wide enough for easy entering and leaving (89 percent). Bigger and better storage space in trunk and glove compartment (82 percent).

Bigger and brighter backup lights for safety. Note: Most of the women felt these should be standard equipment (70 percent). Adjustable sunvisors (85 percent).

Better rain-deflection treatments around doors and windows (69 percent).

"Through our 'Women's Choice' (See WOMEN'S TASTE, Page 30, Col. 3)

Firestone Enters Hall Of Distribution Fame

BOSTON. — The name of Harvey S. Firestone Jr., chairman of Firestone Tire & Rubber Co., was placed last week in the Hall of Fame of Distribution, which has been established by the Boston Conference on Distribution to honor men and women who have made outstanding contributions in this field over the last 25 years. Firestone is the first executive in the rubber industry to be so honored. The tribute was conferred at the opening of BCD's 25th annual conference.

In Battle for Annual Wage . . .

Increased Union Strife Foreseen

By Gerhardt Neumann
Staff Writer

WITH the possibility of more frequent production interruptions due to the abundance of durable goods, including autos, labor observers look for increased union strife in 1954 and 1955.

Concern of workers over increasing layoffs is seen behind the rising agitation by union leaders for year-around job security.

However, management, including an automotive spokesman, pointed out last week that the guaranteed annual wage has objectionable aspects from the standpoint of workers, as well as from that of management.

It could restrict job opportunities for workers, said Karlton W. Pierce, manager of Ford's industrial relations planning and analysis department, because manufacturers would hesitate to expand if that would involve the liability of carrying additional workers in a slack season.

NOT only the auto workers but the steel and electrical workers have threatened to call strikes if their program of an annual guaranteed wage is not accepted by industry.

At a recent conference in St. Paul, Walter P. Reuther, CIO and UAW president, flatly predicted that the nation's auto workers will

get a guaranteed annual wage by 1955.

Union officials try to strengthen this prediction by hinting that some manufacturers were "mildly receptive" to the plan.

But before the auto workers start their negotiations, the unions in the steel and electrical industry will try to enforce their demands next spring when contract talks are due.

The guaranteed-wage question also will be taken up next month in Cleveland at a meeting of the CIO.

INDUSTRY, meanwhile, is not taking a backseat in the discussion. Ford's Pierce told the Detroit chapter of the Society for the Advancement of Management that the annual wage is "an entire

new philosophy affecting every aspect of the business operation."

"The theory of Mr. Reuther," he pointed out, "is that the employer takes all the risks in the economy, and the employee takes none."

The initial cost of the guaranteed wage, he explained, would not indicate what the ultimate costs would be, adding that the union would continue pressing for expanded coverage.

Replying to the UAW's request that joint management-union groups study the problem, Pierce said: "We have no such group at Ford; I know of none in the industry, and I don't suppose we will have any."

The auto industry, Pierce continued, has already attempted to stabilize employment, citing aggressive advertising and marketing, faster changeover to new models

(Continued on Page 30, Col. 1)

Kaiser Lists Loss Of \$10,796,574 In First Half

WILLOW RUN, Mich.—A loss of \$10,796,574 for the six months ended June 30 was reported last week by Kaiser Motors Corp.

The loss, it said, took into account the profit of its subsidiary, Willys Motors, Inc., although the Willys figure was not disclosed. The overall figure, Kaiser said, was unaudited and possibly subject to substantial adjustment.

Willys Motors is the successor to Willys-Overland Motors, Inc., having acquired the latter's principal operating assets Apr. 28 when Willys-Overland was consolidated with Kaiser-Frazer Corp.

Kaiser attributed its loss to two factors:

1. Cancellation of Kaiser contracts for airframes by the Government in late June.
2. Interruption of Willys auto output from May 8 to July 2 by a strike at the Warner gear division of Borg-Warner Corp. in Muncie, Ind.

Last week's announcement gave no information on sales or other financial data. At the time of the Kaiser - Willys consolidation last spring, however, it was announced that the new organization had consolidated net assets of about \$200 million and net working capital of approximately \$60 million.

Latest registration figures show total sales of 63,720 cars so far in 1953. For the same period of 1952, sales totaled 79,367.

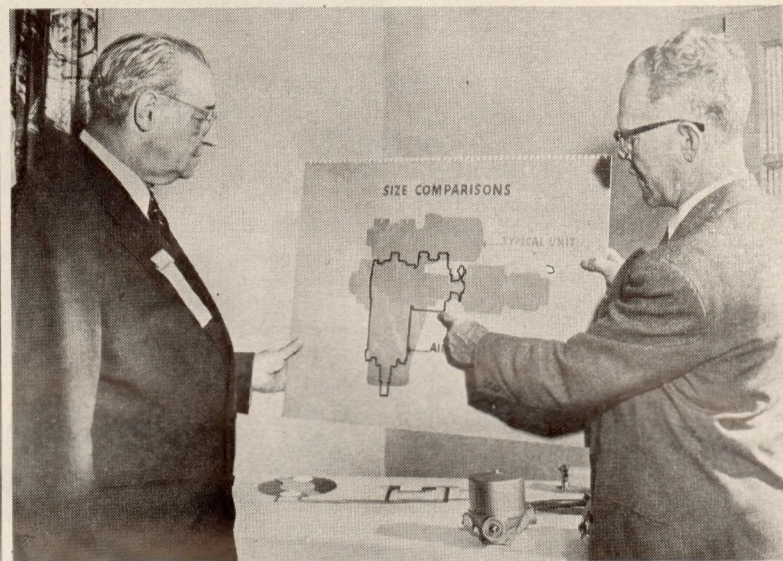
Check Pays

N. J. Lays Drop in Fatalities To Car Inspection

William J. Dearden, director of the New Jersey Motor Vehicle Bureau, told the New York State Bar Assn. at its annual meeting in Buffalo that his state's program for motor vehicle inspection, and the point system for revocation of licenses, has reduced the state's traffic fatality toll.

"Before the program began 15 years ago New Jersey had more than 1,000 fatalities a year," said Dearden. "After the first year of operation, fatalities dropped by 413. Since then, our traffic fatalities have never reached the 1,000-mark despite a 70 percent increase in the number of vehicles on the highways."

A poll of motorists taken last year, he revealed, showed that 97 percent favored the inspection, 2 percent were against it and 1 percent were undecided.



Power-Steering Comparison—

At right, John Sneed, inventor and research engineer of Ainsworth Mfg., points out how Ainsworth's power-steering unit (outline in black) compares in size with a typical competitive unit. At left is Warren H. Farr, president of Ainsworth.

Push for Power Steering Ainsworth Puts Motor in Worm-Sector Housing To Cut Weight, Space, Cost

By Bob Finlay
Managing Editor

DETROIT. — Ainsworth Mfg., an automotive supplier since 1915, believes it has developed a device which will speed the day when power steering will become standard equipment on all cars.

With power steering already having gained great popularity, even among buyers of lower-priced cars, Ainsworth is the sixth supplier to enter the field.

However, it claims that it is the first to incorporate power steering into the original steering assembly. Power is applied directly to the shaft that actuates the pitman arm.

Ainsworth already supplies standard steering assemblies for a number of cars. The Ainsworth power unit adds only a pump and makes the present housing a little larger to incorporate the fluid motor. Weight is 36½ pounds, about half that of other devices.

This is expected to give Ainsworth a big price advantage—and price has been the only obstacle to more widespread adoption of power steering.

Warren H. Farr, president of Ainsworth, says that four manu-

facturers are interested in using the device. It will not be sold on an exclusive basis under present plans, nor as a replacement unit.

While it is ready for the market, it is not likely to appear on 1954

(Continued on Page 10, Col. 1)

Chrysler Planning Plant Expansion At Los Angeles

LOS ANGELES.—Production facilities at Chrysler Corp.'s Los Angeles plant will be expanded with the installation of two new assembly lines and new body finishing operations, according to John P. Mansfield, president of Plymouth.

Mansfield said that the two new final assembly lines will replace the single line that has produced Plymouth, Dodge, DeSoto and Chrysler cars at the plant.

The new body finishing installation will include facilities for metal finishing, painting and trimming of car bodies. Up to now, these operations have been carried on in Detroit.

The body finishing operation will require about 550,000 square feet of floor space in a plant addition built in 1951-52. This section of the plant also will continue working on a defense contract, making wing, tail and fuselage assemblies for Douglas Globemaster transport planes.

The assembly lines and body plant are expected to be in operation in the first half of 1954.

"The enlarged facilities at Los Angeles will enable us to give our dealers faster and more flexible service," Mansfield said, adding that "this expansion puts more work and payrolls into a region where we are selling our products in great volume."

Rochlitz to Direct Baltimore Show

BALTIMORE. — Joseph Rochlitz, president of Mid-City Sales Co., has been named president of Baltimore Automobile Show, Inc., a special company set up to take charge of the 1954 Baltimore Automobile Show.

The show will be held Jan. 23-30 in the Fifth Regiment Armory.

The armory will be decorated with cherry blossoms to provide a spring motif for the show, Rochlitz said.



Dealers tell me

By John O. Munn

WE VETERANS must not let the milestones of long experience prove millstones around our neck with respect to the future. Those of us who lived in the deep depression years—when the national income was only \$40 billion, new cars sold for \$750 and used cars for \$300—deeply realize there is no comparison with existing conditions. Neither is there much comparison between the present situation and the conditions existing in the postwar period when the national income was \$300 billion, with new-car prices at \$2,000 and used-car prices at \$1,500.

That kind of lush market nurtured sloppy selling. High taxes and profits developed loose control of expenses.

Now it is a new day. It is not just a modified market but an exciting new market. Increased population, higher income, the development of the automobile to be an integral part of everyone's life has opened new fields and new vistas.

We need resourcefulness to meet the new conditions with every ounce of energy and management one can develop.

No Parallel

THIS column has recently been decrying the fact that while we are just entering into these new bright opportunities, the industry is plagued with many sales practices that reflect upon its integrity. There is no parallel in the past with what is transpiring today. We have always suffered during year-end cleanout, but never before have volume producers attempted to

D. C. Official Urges Dealer Bonds to Halt 'Sharps'

WASHINGTON.—A requirement that local auto dealers post performance bonds of \$25,000 before they can get dealers' licenses has been suggested here by the superintendent of licenses for the District of Columbia.

In a letter to the director of the Department of Licenses and Inspection, Supt. C. T. Nottingham said his office has received many complaints of sharp practices on the part of auto dealers.

Nottingham cited one case in which a new-car dealer consigned 11 used autos to another dealer, who sold them to 11 individuals. Because of his poor financial condition, the second dealer was unable to pay the first company for the cars.

As a result, according to Nottingham, the first dealer declined to give auto titles it held to the 11 persons who purchased the vehicles.

Performance bonds, such as he has in mind, Nottingham said, would take care of a situation of this kind.

build more cars at the end of the season than during the spring months.

Many dealers have reminded us, too, that manufacturers in every other type of merchandise try to anticipate the demand and build to it. In other lines of industry, they do not build to a point designed only to be plus their competitors' efforts and then hope everything will turn out all right. It is also the general practice of manufacturers of goods of a seasonable character, or of which styles change from year to year, to promote the clearance of their current production by making whatever price concessions themselves that are necessary for a cleanout.

They remind us that the automobile manufacturers are the only ones who refrain from making model and price adjustments, because they know that the dealer who sells the cars at retail will have to do just that.

Basically, we would prefer to talk about a mutual contract between the factory and the dealer. Then we would not get into such situations that would jeopardize the future of our retailing trade. Such a contract would protect the manufacturers' competitive interest, as well as the dealers' position.

Don't Be Discouraged

THE trade has tried for the last several years to build public respect. There have been a number of goodwill-building campaigns. Some of them are in process now. Blitz sales by a few dealers can do more to tear down public respect than all the good acts and intentions of the rest of the dealers.

But it is not our milestones of experience turning to millstones when we discourage such efforts. The virtues of integrity and responsibility will be just as important in the future as they have been in the past.

Markets change, products change, but human nature never changes. These blitz sales, these unbelievable offers will stab back at us—not just those who perpetrate injurious methods but all of us.

Loose dealings, false practices, secret chicaneries, shabby deeds and betrayals all are a part of the act when we try to work over the public who respond to our insincere sales appeal. They are snide acts of selfishness. In the lurking shadows of this effort are, of course, unscrupulous rivalries in the trade. Most dealers cannot imagine why factories encourage, much less permit, this sort of practice or why dealers risk their future for immediate gain.

The End Results

THE fact that cars can be sold with such appeals emphasizes the fact that automobiles are always highly competitive. It graphically points out the fact that dealer safety, longevity and profits depend less on the product and more on the acceptance the dealership has with the public as a purveyor of satisfactory miles of personal transportation.

Don't get discouraged because a share of the public will respond to blitz appeals. Remember you can fool some of the people part of the time. But the public is discerning. If people find that the sale is a trick, few will buy and none of them will ever return.

So, stand stalwart and don't be influenced by acts of competitors. Run your business in a high class manner. And then keep telling your public the importance of the automobile dealer in terms of owner benefits. Then your audience will understand and decide in favor of you.

Then you'll be around to serve people and sell cars when the sheriff catches up with the opportunist.

Indianapolis Show

First in 16 Years Scheduled For Feb. 13-21

INDIANAPOLIS.—The first new-car show in 16 years will be sponsored here by the Indianapolis Automobile Trade Assn. Dates are Feb. 13-21, in the Manufacturers building at the Indiana State Fair grounds.

Preliminary plans for the show were made at a recent meeting of directors of the association. Walter C. Hiser, association president and head of Hiser-Feaser (Ford), said that during recent weeks all members of the association were visited and plans for such a show were explained thoroughly.

Results of a poll taken after these line meetings showed that out of a total of 66 dealers, 60 voted in favor of a show and are willing to give financial backing. The other six dealers said that they would go along with the majority vote.

Thomas E. Hanika, manager of the association and director of the show, said that committees will be set up as rapidly as possible.

Wolffington Warns: 'Family Is Breaking Up' . . .

Fresh Start Advocated For Makers, Dealers

PITTSBURGH.—A new start in factory dealer relations was urged the other day by J. E. Wolffington, Philadelphia DeSoto - Plymouth dealer and a long-time leader in dealer circles.

Asserting that little could be accomplished without faith and respect on both sides, Wolffington warned:

"The family is breaking up . . . The parents have a job to do—it is their charge to bring the family back together.

"They had better hold a good

old family meeting and get the entire family thinking in terms of real cooperation, or disgrace may come down upon the house.

"Let both parties in this issue stop doing it the hard way and approach it from the human side just for once."

Wolffington made this plea at a panel on factory-dealer relations at the annual convention of the Pennsylvania Automotive Assn.

Later the delegates adopted resolutions calling for selling agreements that protect "dealer rights and equities on the same basis that manufacturers now protect their rights and equities."

The resolution also pointed out that with the auto industry now reduced to eight car companies, the 40,000 auto dealers are more in the position of captives than customers. The dealer, it was said, faces the possibility of having no place to go should he be cancelled.

Members of PAA also condemned advertising copy detrimental to good business practices.

The resolution explained that some of this advertising takes the form of announcing unreasonable discounts and unreasonable used-car allowances, and that some auto manufacturers are advocating special one-day sales. It termed such advertising and merchandising practices "degrading and harmful to the automotive industry."

At the panel, it was asserted that in spite of dealer committees and councils, dictation and compulsion from the manufacturer still plagues the auto dealer.

The panel held that dealer councils are more often a wailing wall for dealers to let off steam than a medium through which factory-dealer basic differences can be resolved.

Wolffington suggested that "the key to the factory-dealer problem is basic."

"We have grown too far apart from each other in both spirit and purpose," he said, "and it has been caused by lack of faith each in the other. These dealers do not have respect for the sincerity of their factory dealership and vice versa. The relationship is one of fear not faith."

Idaho Dealers Set District Sessions

BOISE, Id.—The Idaho Automobile Dealers Assn. has set the dates for its November district meetings, according to Leon Weeks, secretary.

Meetings will be held as follows: Nov. 16, Coeur d'Alene; Nov. 17, Lewiston; Nov. 18, Boise; Nov. 19, Burley, and Nov. 20, Idaho Falls.

Association officials who will attend the meetings include Charles Adams, president; Lawrence Heagle, vice-president; Charles C. Haight, NADA director, and Weeks.



Pomona Dealer's Record-Breaking Car—

The Shadoff Chrysler Special, which was entered in the Bonneville (Utah) races by W. R. Shadoff (Chrysler-Plymouth), Pomona, Calif., and set a record of 236.36 miles per hour for one mile, has won six international contests and six national events, including the Bonneville races, in Class C.

Tenn. Dealers Elect Pace; '54 Parley in Memphis

BILOXI, Miss.—Chester P. Pace, Dodge-Plymouth dealer of Clinton, Tenn., was elected president of the Tennessee Automotive Assn. at the fourteenth annual convention here. Pace succeeds James A. Clark, of Clinton.

Other officers elected were Roy G. Byrn, of Murfreesboro, secretary-treasurer, and David P. Whelchel, of Nashville, executive vice-president.

The following regional vice-presidents were named: Memphis region, C. W. Bone, of Arlington; Jackson region, Bill Fisher, of Humboldt; Nashville region, Van A. Payne, of Springfield; Columbia region, James A. Mullican, of McMinnville; Chattanooga region, W. C. Hailey Jr., of Chattanooga; Knoxville region, Judson Murphy, of Maryville, and

Tri-Cities region, Joe Bewley, of Greeneville.

The dealers selected Memphis as the site of their 1954 convention.

"Use It or Lose It" was the title of an address Arthur H. Motley, president of Parade Publications N. Y., delivered at the opening luncheon.

This was followed by a dealer clinic, moderated by Carroll G. Oakes (DeSoto - Plymouth), Morristown. Members of the panel included C. Hailey Jr. (Chevrolet); Chattanooga; F. Austin (Buick), Paris; Hugh Truex (Chevrolet), Jackson; C. W. Bone (Ford), Arlington, and Joe Schaeffer, used cars, Memphis.

"The Washington Picture" was discussed by Charles J. Farrington, NADA director of legislation.

Other speakers included Dr. Thomas W. Rogers, executive vice-president, American Finance Conference, and Tom Collins, director of publicity, City National Bank & Trust Co., Kansas City.

Must Help Solve Parking Problem, Ariz. Dealers Told

PHOENIX, Ariz.—Speaking before the Arizona Automobile Dealers Assn. here last week, Walter B. Cooper, Chevrolet dealer from Ft. Collins, Colo., called on "all car dealers to take an active part in helping cities solve their parking problems."

Warning that dealers are losing 10 percent of their sales through lack of parking space, Cooper told the association members "your salesroom does not stop at the front door." Cooper has been active in the Colorado highway program.

Other speakers taking part in the convention were Robert S. Armacost, president of NADA, and Clinton A. Steinhoff, manager of AADA. Steinhoff reported that the association now has a bill before the state legislature that would ban the opening of showrooms on Sunday.

Newly elected officers are Dean Coulter, Phoenix, president; Joe Mauzy, Bisbee, vice-president, and Dean Mullens, Clifton, secretary-treasurer.

On the House . . .

While some oldtime dealers are getting out of the auto business, there seems to be almost as many newcomers taking their places—indicating there's still a good future in auto retailing. We can't blame the oldtimers for wanting to take it easy after all these years, and we think they're smart in letting younger men come in to try their hand. While the industry loses valuable experience, the transition injects more vim and vigor as the market grows more selective . . .

Chicago Ford dealers report that, according to the employers association survey of all makes, the average earnings of all mechanics, paint and metal men in the second quarter was \$2.79 per hour on flat rate and \$2.24 per hour for hourly workers . . . Milwaukee County dealers will hold annual meeting Dec. 8 . . . Fred Albert, former manager of the Oklahoma dealer association and now secretary of the state insurance board, suffered a fractured knee and hip in a recent car crash, in which Mrs. Albert was also hurt . . .

The new-car announcement dates early in January may affect some dealers' attendance at NADA's convention in Miami, but a new high is still anticipated.

—PETE WEMHOFF, Editor, Automotive News

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★ ★ The Newspaper of the Industry ★ ★

Automotive News

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OUR PLATFORM: 1. Fair and equitable contracts between manufacturers and dealers in motor vehicles, parts and accessories. 2. A fair profit to the dealers on every used vehicle accepted in partial payment for a new car or truck. 3. Every dollar of gasoline tax collected by state or federal governments applied to the building and maintenance of highways. 4. The elimination of government and bureaucratic controls over this industry. 5. A return to the precepts of independence and the rewards of applied energy and ability, which made America and gave more of her citizens more of the better things of life than anywhere else in the world.

How Some Dealers React To Fire-Sale Ads

ACTIONS cause reactions, and the fire-sale ads move some dealers to offset them.

Ashley Pontiac, in Mount Vernon, Wash., uses a newspaper ad in chatty style to say:

"We sat down this morning to write a flashy ad, telling you all about our new and used cars. Then we got to wondering if you might not be a little tired of flash ads . . .

"We could add \$400 to the price of these cars and then turn around and offer you a fabulous trade-in allowance for your used car, but we feel you are smart enough to catch on to that one in a hurry . . ."

Foss-Hughes (Ford) in Philadelphia says:

"Too much panic . . . not enough pleasure . . . in car buying these days, we think . . .

"We're not frantic to sell 100 cars a day. So we have plenty of time to see that you get the particular car that suits your needs and budget . . ."

W. R. (Stormy) Gordon, Buick dealer in Santa Ana, Calif., lists trips to the moon, "iitwybads" to keep tires new for 221,794 miles and similar preposterous items as his giveaways. Then, he says:

"This panic ad is about as true as the others you have been exposed to lately . . .

"Our policy remains the same. We will be here every day to do business with you on a sound legitimate basis. A good deal all through the year . . ."

A "Who's Kidding Who Day" was observed by Klyce Motors, Studebaker dealer in Dayton, built around the theme that "Nobody, not even an automobile dealer, gives you something for nothing."

Auto Forum

EDITOR'S NOTE: Because of its vital interest to all Americans, automotive and non-automotive alike, the Oct. 17 editorial of the Saturday Evening Post, entitled, "Why Copy Imperial Britain's Mistakes?", is reprinted herewith by AUTOMOTIVE NEWS:

FOR Christmas Day, 1898, Canada issued a postage stamp to commemorate the might of the British Empire. The wording on that stamp read: "We Hold a Vaster Empire Than Has Been." Its illustration was a map of the world, with all the British possessions marked in red.

Because Britain was so powerful only 50 years ago, it may be well for Americans to consider how, having gained that power over centuries, she lost it in a matter of decades. For the United States finds itself today on top of the lofty pinnacle which Great Britain occupied 50 years ago. And the road we are traveling raises a grave question where we will be 50 years from now.

Britain led the world in manufactures and technology, precisely as Americans do today. The British pound stood then where the United States dollar stands today—the world's key currency and the international standard of value.

Britain, at the turn of the century, dominated the seven seas. Her empire not only was far-flung but policed in the remotest regions by British troops under British generals at British bases. Today we have United States armed forces in no fewer than 45 foreign lands, U. S. bases in all parts of the free world, and our Navy not only rules the seas but even has taken over responsibility of the Mediterranean, long a British lake.

ONE final and inescapable parallel is that the wielding of this influence—the business of trying to be world leader—has meant for us, as it meant for Britain over centuries, involvement in almost incessant wars and in commitments to other countries to undo the disastrous effects of past policies. Now, 50 years after the death of Queen Victoria, Britain's vast empire is sharply diminished in size, power and character. India, its "brightest jewel," is gone. So, too, Ceylon and Burma. Barely a foothold is left in Egypt, the Sudan and Hong Kong. The dominions have become increasingly independent.

All the while Britain herself has been plagued with ceaseless economic distress, and her people have been forced to accept a sharply reduced standard of living.

How does all this concern America—aside from the natural feeling we have for our closest cousins? It concerns us because unpleasant facts suggest that we may be spending our national inheritance much faster than Britain spent hers, less wisely if not more fruitlessly, and with diminishing prospects

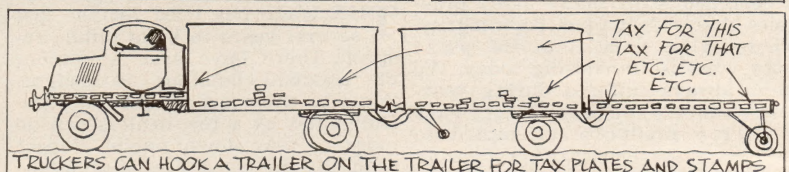
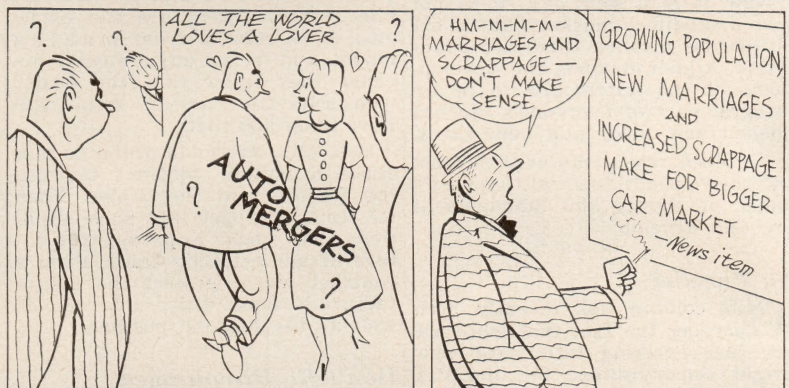
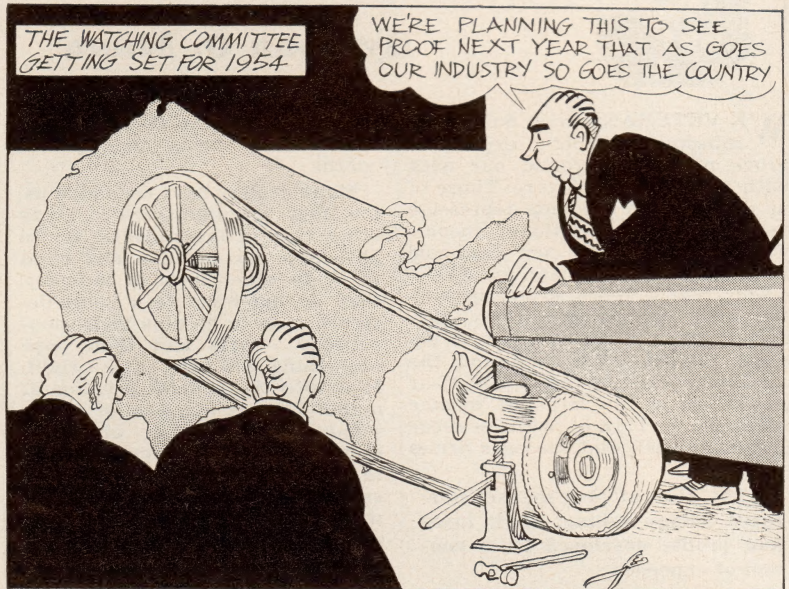
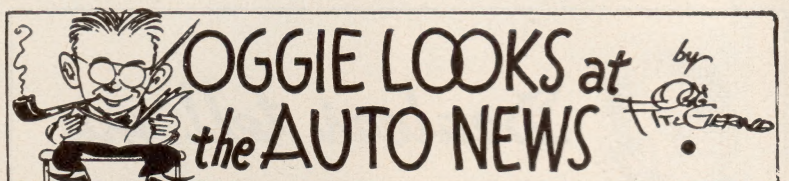
(Continued on Page 36, Col. 1)

10 Years Ago . . .

The Big Story

Immediate action by Congress to clarify the facts in the oil situation and to formulate a national petroleum policy is demanded in a resolution of the board of directors of the American Automobile Assn. . . . While war production in the automotive industry has reached the \$10-billion-a-year mark, price reductions in the cost of war products push the actual physical output considerably higher than the volume figures indicate, it was announced by the Automotive Council for War Production . . . An immediate postwar market of 500,000 tons is in prospect for metal treated by the "corroding" process, Walter Munger, of Standard Steel Spring Co., told the National Metal Congress . . . The rule that an essential mechanic cannot leave the service of an automobile maintenance shop and accept work in a war plant without a certificate of availability was reaffirmed by the War Manpower Commission in a Cincinnati test case.

—From the Files of Automotive News.



Letterbox

'To Help Others'

This is an open forum for the discussion of any subject of interest to our readers, and your letters are welcomed. No attention is given to unsigned letters but you may sign your name with the assurance that it will not be used, if you so request. Address Editor, Automotive News, Detroit 26, Mich.

All Eggs in One Basket

We think it might be a good idea to let be known a mistake we made, for the prevention of grief for small dealers.

We kept our complete records, titles, books of the business, check-book and cancelled checks, and my own personal papers, neatly and currently filed in our combination safe-cabinet. When we closed at night, the Dealer plates and car keys also were put away.

Sometime over last weekend, thugs broke in, carried the safe out the door, loaded it in a vehicle, and took off. There didn't happen to be any money in it, but all car keys, several license plates and every record of our business are missing, probably never to be returned.

Imagine trying to piece the financial and physical condition of a used-car business together, as flyers would say, "by the seat of our pants."

We caution any dealer who has

never had such misfortune, and does not appreciate what it means to come down some Monday morning and find the cars locked, and no keys; no record of his accurate bank balance; his tax receipts missing; his ledger gone, and his personal papers absent, to keep some of his books separate from others. —BOB LYNCH, Bob Lynch Motors, Rockford, Ill.

Granted

We were very much impressed with John Munn's No. 20 letter to salesmen, which appeared in your Oct. 12 edition.

This article hit straight home with a problem which is prevalent with us every year. That problem mainly is how to impress our salesmen with the idea of pushing the 1953 model now.

In June, when your first letter to salesmen appeared in Automotive News, we wrote asking permission to reprint your letter and received it. This letter was sent to all our salesmen, and met with such success that we feel that your No. 20 letter will meet with that same success and give our salesmen a boost in selling of this year's model. —T. E. SHIELDS, advertising and sales promotion departments, Superior Coach Corp., Lima, O.

Identifying Cars

Is there a book of any kind that will identify the different makes of cars by pictures and other markings for the correct yearly models. If so, I would like to get a copy. Some years back there was a book like that out. —JOSEPH GERSON, 24 E. Jericho Turnpike, Long Island, N. Y.

EDITOR'S NOTE: Suggest you write to the Dealers Supply Co., 21820 Wyoming, Detroit 20.



HE SOLD THE CAR FOR YOU ...but how about the repeat business?

You want that too—the repeat sales and referrals, the service, maintenance and repair work that build your dealership and profits. And the way to get that repeat business is to control the original sale, close an Associates time deal then and there, keep the buyer in *your* camp, get your salesmen out of the one-shot class and into the come-back-and-see-us bracket.

Call on your Associates representative to set up and conduct a complete, helpful training and instruction class for your sales staff. Through our proved “Controlling Time Sales” program he’ll show your salesmen how they strengthen their own position as well as your dealership with this foresighted selling. There’s *profit* in controlling those sales. Let Associates help you do it.

The Old Sage says...

“A sure way to stop growing
is to stop learning.”



Associates

Associates Investment Company
Associates Discount Corporation
Emmco Insurance Company
South Bend, Indiana

12,000 Officials Attend Safety Congress . . .

Policemen Fall Down on Driving

By George Barclay
Staff Correspondent

CHICAGO.—Are the police good drivers?

"No," said Supt. Henry R. Hayes, of the Boston metropolitan district police, in addressing the traffic section of the 41st National Safety Congress and Exposition here last week.

Hayes cited an insurance survey which rated 1,500,000 drivers in 40 states according to occupa-

tions. Law enforcement officials ranked 31st among 64 occupations listed, he said.

Police officers must measure up to higher standards than ordinary drivers before they can be called good, Hayes said. They must try in every way possible to create the proper driving attitude in the motoring public.

More than 12,000 traffic experts, law enforcement officials, industrial safety directors and representatives of commercial vehicle and transit companies attended the five-day meeting.

E. R. Reeves, director of the accident prevention division of the National Automobile Transporters Assn., told members of the commercial vehicle section that it is time motor fleet operators take inventory of methods used to select drivers.

"Many bills have gone into the hoppers of various state legislatures as a result of poor operation or bad behavior on the part of drivers," he said. "Although these drivers are in the minority, the public is inclined to remember the faults they observe. The best place to eliminate the potentially bad driver is in the employment office before he is hired."

Accident records and reports are just as important in the control of accidents as cost and sales records are in the control of profit and loss, declared F. W. Moore, safety director of Mistletoe Express Service, Oklahoma City.

Addressing the transit section, A. S. McEvoy, assistant sales manager of coaches, General Motors Truck & Coach, said that in the matter of standardizing safety equipment on public motor coaches, operators are still as far apart as their own buses on a rainy day.

Three things work against standardization of safety design in motor coaches, he said. They are the purchasers' desires, differences in state regulations and differences in design and construction of various makes.

Radar reduces speeding because the public believes in its accuracy,

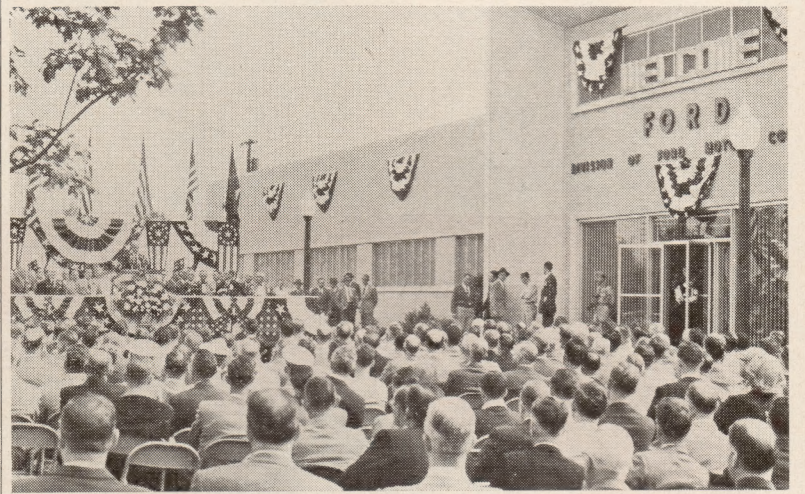
reported Judge Geraldine F. Macelwane, of the Toledo traffic court.

Maj. W. H. Weber, Maryland State Police commander, agreed that "electrical timing (radar) has been the only device that seems to have met general public and judicial acceptance."

The one-way traffic system is a six-way success, according to John T. Hanna, city traffic engineer of Richmond, Va.

Hanna described the success as follows: (1) One-way traffic is now more popular with residents and motorists than when it began; (2) the one-way streets show increased property valuation; (3) the one-way commercial streets show sales volume

(Continued on Page 31, Col. 2)



Ford Dedicates Carolina Depot—

More than 500 business and civic leaders attended ceremonies dedicating the Ford division's new million-dollar parts and accessories depot in Charlotte, N. C. Company officials and Charlotte dignitaries are on the speaker's stand.

State and Dealers To Air Chicago 'Gyp' Complaints

CHICAGO. — Unethical sales practices by so-called "gyp" dealers will come in for attention at a meeting of Cook County new and used-car dealers Wednesday (Oct. 28), it was indicated last week by John Gutnecht, State's attorney, who called the meeting.

In a letter sent to all dealers, Gutnecht said:

"The activities of a few unconscionable and illegitimate dealers, their effect on the reputation of the rest of the industry, and the increase in juvenile crime in which automobiles are used, are some of the problems that can be solved with your cooperation."

The Chicago Automobile Trade Assn. announced the meeting in its weekly bulletin and urged all dealers to attend.

Back of the meeting, it was said, is a steady increase in complaints to the Chicago Better Business Bureau and to the office of the State's attorney about "blue sky" operations in which some dealers offer purchasers unbelievably attractive deals and then overload the financing charges.

It also was reported that junker cars fit only for the scrap heap are being sold by some dealers to teenagers. In a number of cases, these cars have been involved in juvenile crime activities.

The dealer meeting will be held at the Manley Trade School, 2935 W. Polk St.

Crusoe Predicts Big Rise in 2-Car Families

CHARLOTTE, N. C.—The two-car family, a few years hence, will be as prevalent as the one-car family of 30 years ago, declared L. D. Crusoe, general manager of the Ford division, here for the dedication of a Ford parts and accessories depot.

With the completion of a \$1.5

Top L-M Officials Touring Country To Brief Dealers

KANSAS CITY.—A group of top-ranking Lincoln-Mercury executives will meet with dealers, sales managers and other sales representatives here Friday (Oct. 30).

The officials are on an extended tour of the U. S. during which they will meet more than 6,000 representatives of L-M retail outlets.

Last week the executives met with dealers of the central region at Detroit's Masonic Temple and then traveled to New Orleans to speak to the dealers of the southern region.

Other sessions will be held in Los Angeles on Nov. 5 and in New York on Nov. 13.

Heading the group are Richard E. Krafve, assistant general manager of Lincoln-Mercury, and Joseph E. Bayne, general sales manager. Others on the program, outlining plans and programs for 1954, include H. A. Mathias, V. G. Raviolo, N. L. Blume, Robert Stevenson, and Eugene Bordinat, all of the Ford Motor Co. engineering staff.

Other L-M officials making the trip are D. J. Bracken, general manufacturing manager; A. H. Crowley, assistant general sales manager for Mercury; H. B. Daniels, assistant general sales manager for Lincoln; R. R. Nadal, assistant general sales manager for staff activities; W. A. Keller, national used-car manager; T. C. Smith, business management manager; R. W. Chambers, manager of marketing and car distribution; T. A. Griffith, administrative manager; T. J. Henry, advertising manager, and T. J. O'Neil, central sales staff.

Benson Ford, general manager of the division, will join the group for the Los Angeles meeting following his return from Europe, and will also attend the New York regional meeting.

R. I. Dealers Team Up In Charity Drive

PAWTUCKET, R. I.—A team of auto dealers is taking an active part this year in the annual fund appeal of the Community Chest organization in the Pawtucket-Blackstone Valley area.

Robert W. Pierce (Chevrolet) is chairman of the dealers' group, which also includes Col. Thomas A. Clarke (Ford), Louis Baker (Studebaker), Walter Winters (Dodge-Plymouth), George Knowles (Hudson) and George Lumb (Oldsmobile).

Id. Dealers Tote Voters

TWIN FALLS, Id.—The 14 new-car dealers here furnished rides to the polls for voters in the recent City elections.

billion expansion program by 1953, he said, Ford will have doubled its production. The Charlotte depot is part of this program.

"We wouldn't do things like this without unshakeable faith in a prosperous future," Crusoe said. "Look for a big jump in our buying power, a real big push by 1960."

Crusoe said he has no fear of a saturation point in auto sales. Ford is selling all it can produce, he said. He predicted that eventually air conditioning, power steering, power brakes and automatic transmissions will be standard equipment in all automobiles.

The tendency toward increased horsepower, he said, is not an effort to get more speed, but to achieve greater torque with resulting improved maneuverability.

"We're learning now how to achieve that at lower speed ranges," he said. "But the speed governor must be in the driver's head—not the car."

"Education, better-designed roads that the automotive trade made

necessary and built—indirectly, and safety consciousness provide the only safety antidote for speed."

Citing the possibility of opening a new assembly plant in Charlotte, Crusoe said: "We certainly will if you continue to grow down here."

Ford opened an assembly plant in Charlotte in 1924, but discontinued operations in the early '30s and sold the plant to the Government in 1941.

The opening of the new parts depot was attended by 500 civic and business leaders of North and South Carolina. Orrin C. Osborne, manager of the depot, acted as master of ceremonies, introducing a score of top Ford executives to the audience.

Klare Takes Reins Of Federal-Mogul Manufacturing

DETROIT.—Robert E. Klare has been promoted to general manager of all Federal-Mogul Corp. manufacturing operations, it was announced last week by Guy S. Peppiatt, president.

Klare formerly was manager of Federal-Mogul's manufacturing plants in Greenville and St. Johns, Mich.

Carl F. Brown will succeed him as manager of the Greenville plant, and William C. Robertson has been named manager at St. Johns.

In his new position, Klare will be responsible for plants in Detroit, Cleveland and Mooresville, Ind., as well as Greenville and St. Johns.

The plants produce lined bearings, bushings and other automotive parts.

Klare has been with Federal-Mogul since 1943. He was manager of the San Francisco and Fresno (Calif.) plants until 1946, when he was transferred to St. Johns.

Brown, a newcomer to Federal-Mogul, has had manufacturing management experience in automotive, electronics, refrigeration, aircraft, and other fields, and last was manufacturing manager of the Hupp Corp. plant in Cleveland.

Robertson has been with Federal-Mogul since 1937, including five years as general production supervisor at St. Johns.

Cooper Charged In Tax Fraud

SPRINGFIELD, Ill.—Chester E. Cooper, former president of Cooper Oldsmobile Co., Decatur, pleaded guilty in Federal Court here last week to a five-count indictment for income tax evasion.

Cooper and his firm are charged with evading the payment of \$77,616 in taxes from 1946 to 1949. Federal Judge Charles G. Briggie referred the case for probation investigation.

Used-Car Bulletin from Detroit . . .

Latest Auction Prices

(Copyrighted, 1953, by Automotive News)

(Aptco Auto Auction. Sales every Wednesday)

Oct. 21

(Sold 122 cars out of 144 entries.)

BUICK—'52 Super Riviera coupe, \$1,650; '51 Special conv., \$975; 4-dr., \$1,185; '50 Special 2-dr., \$750; club coupe, \$890; '48 RM 4-dr., \$460, \$335, \$180; '47 Super conv., \$250; 4-dr., \$230; '46 RM 4-dr., \$150.

CHEVROLET—'52 SL Special 2-dr., \$1,040; 4-dr., \$1,050; '51 SL Special 4-dr., \$810; SL Deluxe 2-dr., \$850, \$830, \$820, 2 at \$790; SL Special business coupe, \$800; '50 SL Deluxe 2-dr., \$705; '655; \$600; 4-dr., \$615; Bel Air, \$850; SL Special 2-dr., \$510; '49 FL Deluxe 2-dr., \$570, \$550.

CHRYSLER—'50 Royal 4-dr., \$740; '49 Royal club coupe, \$680; NY club coupe, \$580.

DeSOTO—'52 Fire Dome 4-dr., \$1,325; '51 Fire Dome 4-dr., \$895; '50 Custom 4-dr., \$730, \$700, \$650, \$530; club coupe, \$750.

DODGE—'51 Meadowbrook 4-dr., \$715, \$650; Coronet club coupe, \$720; '50 Meadowbrook 4-dr., \$750; '49 Meadowbrook 4-dr., \$390; Coronet club coupe, \$600, \$555; '48 Deluxe 4-dr., \$300; '47 Deluxe 4-dr., \$200.

FORD—'53 Main (8) 2-dr., \$1,130; '52 (8) 4-dr., \$1,120; Custom (8) club coupe, \$1,040; Main (6) 2-dr., \$610; '51 (6) 2-dr., \$690, \$665, \$700, \$655; (8) 2-dr., \$835; \$815, \$800, \$710; Victoria, \$1,050; Custom (8) club coupe, \$675; '50 (6) 2-dr., \$600, \$585, \$560, \$470, \$455; 4-dr., \$610; (8) 2-dr., \$700, \$450; '49 (6) 2-dr., \$350, \$455, \$310, \$240; '48 (6) 2-dr., \$285.

FRAZER—'51 4-dr., \$450.

HUDSON—'50 Pacemaker 4-dr., \$450.

MERCURY—'51 (8) club coupe, \$850; 4-dr., \$840; '50 (8) 4-dr., \$725, \$690; '49 (8) 4-dr., \$400.

NASH—'46 (600) 4-dr., \$165.

OLDSMOBILE—'51 (98) 4-dr., \$1,260; '50 (88) 4-dr., \$825; '47 club coupe, \$180.

PLYMOUTH—'52 2-dr., \$845, \$780; '51 4-dr., \$745, \$680, \$630; club coupe, \$775, \$550; '49 4-dr., \$520, \$500; club coupe, \$540, \$550.

PONTIAC—'51 (8) 2-dr., \$925, \$915; (6) club coupe, \$830; '50 (8) 2-dr., \$560; club coupe, \$715; (6) 2-dr., \$720; Catalina coupe, \$855; '49 (8) 2-dr., \$575.

STUDEBAKER—'51 Champion 4-dr., \$720; Commander coupe, \$640; '50 Champion 4-dr., \$430; coupe, \$500.

*Indicates automatic transmission or overdrive, and (ps), power steering.

Other Auction reports are on Pages 22, 26

Oct. 14

(Sold 95 cars out of 146 entries.)

BUICK—'51 Special 4-dr., \$910; '50 Special 4-dr., \$650; \$615; '49 RM 4-dr., \$520; '48 RM 4-dr., \$285.

CHEVROLET—'53 pickup, \$875; '52 SL Deluxe 2-dr., \$1,045, \$1,015; '51 SL Deluxe 2-dr., \$855; Bel Air \$1,030; '50 SL Deluxe conv., \$605; 2-dr., \$700; '48 FM 4-dr., \$195; '47 FM 4-dr., \$285.

CHRYSLER—'51 (8) 4-dr., \$1,000, \$705; '50 NY Newport, \$1,000; club coupe, \$780; '49 NY 4-dr., \$600.

DeSOTO—'52 Fire Dome 4-dr., \$1,115; '50 (6) 4-dr., \$405.

DODGE—'52 Wayfarer 4-dr., \$900; '51 Coronet club coupe, \$900, \$800; 2-dr., \$625.

FORD—'53 Crestline conv., \$1,825; Custom (8) 4-dr., \$1,475; '52 Custom (6) 2-dr., \$1,100; 4-dr., \$1,130; '51 Victoria, \$1,035; \$980; Deluxe (6) 2-dr., \$690, \$670, \$600, \$595; Deluxe (8) 2-dr., \$775; '50 Custom (8) 2-dr., \$710; (6) 4-dr., \$550; 2-dr., \$520, \$510; '49 (8) 4-dr., \$445; 2-dr., \$490, \$475, \$425, \$340, \$235; '47 Deluxe (6) 4-dr., \$185; '46 Deluxe (6) 2-dr., \$185.

HUDSON—'51 Pacemaker 4-dr., \$710.

KAISER—'51 4-dr., \$670; '49 4-dr., \$270.

LINCOLN—'47 4-dr., \$180.

MERCURY—'51 (8) club coupe, \$910.

'49 (8) conv., \$275.

NASH—'51 Rambler 2-dr., \$720; '49 (60) 2-dr., \$220.

OLDSMOBILE—'51 (98) 4-dr., \$1,310; (88) 2-dr., \$910; '50 (76) club coupe, \$680; '48 (98) 4-dr., \$490.

PACKARD—'49 4-dr., \$385.

PLYMOUTH—'52 Concord (6) 4-dr., \$870; '51 Cambridge club coupe, \$750, \$740, \$680, \$665; 4-dr., \$750; Cranbrook Belvedere, \$925; '50 Deluxe 4-dr., \$550, \$475; club coupe, \$535.

'515; '49 Deluxe 4-dr., \$530; club coupe, \$140; '47 4-dr., \$240, \$160.

PONTIAC—'52 Chieftain (8) Catalina, \$1,725; \$1,545; '50 SL (6) 4-dr., \$825; \$710; 2-dr., \$790; \$785; club coupe, \$840; '49 (6) 4-dr., \$680; '47 Torpedo (6) 2-dr., \$195; '46 Torpedo (6) 2-dr., \$150, \$140.

STUDEBAKER—'50 Champion club coupe, \$430; '48 Champion 4-dr., \$290; 2-dr., \$185.

WILLIS—'52 (6) 2-dr., \$888.



PUTTING WHEELS ON THE FUTURE

(and who'll build the tires for it?)

The race to get today's new cars rolling off the drawing boards on to the nation's highways is a tough one!

In the tire business, for example, it isn't enough to stay ahead of competition—you have to keep ahead of advances in automobile design, too!

Just think of such advances as higher compression engines, power brakes, power steering, automatic drives—even air conditioning!

These add to the motorist's safety and comfort, but put an extra burden on the tires of today's heavier, more powerful cars.

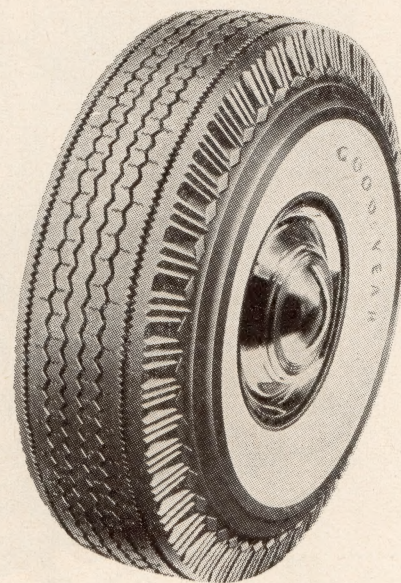
If you'll pardon our saying so, Goodyear has managed to more than keep up. Today's De Luxe Super-


Cushion tires are delivering more safety and mileage *in spite* of all the extra demands being put on them—the cost of driving a thousand miles on Goodyears today is less than half what it was in 1926!

Car makers are putting more Super-Cushions on the new cars than any other kind of tire. And car owners, too, are buying more Super-Cushions than any other low-pressure tire.

Yes, this year, as in every year for 38 consecutive years, more people ride on Goodyear tires than on any other kind.

This preference for Goodyear assures customer confidence when a new car is delivered on new De Luxe Super-Cushions. Goodyear, Akron 16, Ohio.



De Luxe *Super*  *cushion* by

GOODYEAR

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio

FLASH-A-CALL[®] Service Control

offers you
100% to 200% Absorption

We will personally discuss with you the problems of your shop, the corrective measures that must be taken. Train your entire shop personnel, *guarantee to increase your customer paid labor sales* or you owe us nothing. As manufacturers, we offer you direct, equipment designed for this purpose alone, having the highest known standard of quality, in two complete packages, for the large dealer or smaller service department. Our program meets and goes beyond the requirements of all major factories. Write us today and we will arrange an appointment with a man that will not waste your time.

FLASH-A-CALL SERVICE CONTROL SYSTEM

1112 South Wabash Avenue
Dept. AN-68, Chicago 5, Illinois

Kentucky Tests Rubberized Road

LOUISVILLE. — A rubberized-asphalt thoroughfare, only 20 feet wide but carrying approximately 16,000 vehicles a day, is being tested south of here.

Conducting the test are the highway materials research laboratory of the University of Kentucky and the Kentucky Research Foundation. The paving was done under the supervision of the State Department of Highways.

The material being tested is a new synthetic latex Rub-R-Road compound developed by Firestone Tire & Rubber Co. which is expected to improve the flexibility and durability of asphalt pavements.

The material was laid during the last week in September on a three-mile stretch of US-31W between Louisville and Shively, Ky.

More than 40 percent of the vehicles using the road are heavy trucks carrying military supplies to Fort Knox and tobacco and spirits to bonded warehouses and refractories in the area.



Ad Writer Honored—

John Terns (right) is congratulated by Henry C. Little, president of Campbell-Ewald Co., on the occasion of his 35th anniversary with the advertising firm. Little said that Terns probably has written more auto advertising copy than any other man in the country and "is still growing in stature in this field." The staff of C-E's Detroit office joined in paying tribute to Terns at a special ceremony.

Letter to Salesmen

By John O. Munn

Dear Son:

PRIOR to new-car introductions, many salesmen begin to slack off in their efforts. No salesman, if he wants to remain in the higher income brackets, can afford to lose enthusiasm at any season of the year.

NO. 22
IN A
SERIES

That new car you are selling has all the new features that were so proudly and dramatically announced at the beginning of the year. These same features that enthused you on the introduction of a new model, enthuse the prospect. They continue to enthuse the prospect today to a point

where they can be brought up to a buying heat, providing you tell the year-end prospect about them in the same enthusiastic manner with which you started out the new model year.

All those new features, all those points of superiority that mean so much in the introduction of a new model, are still there. Those features are old to you but they are still new to the prospect. Your sales story is just as fresh to the late prospect as it was to the early one. It must be told in its entirety to every prospect. Your repetition adds emphasis to his conviction of the car's desirability.

But tell your story with enthusiasm. The most successful actors never change their lines. The plays that run for months and years are rehearsed many times a week to guard against a letdown in the manner in which the story is told.

* * *

THIS is not a far-fetched comparison for a salesman. He needs to school himself to faithfully and enthusiastically tell his whole story to every prospect in every season of the year. All of the features of any car are new to the prospect who is driving a car several years old. The mere fact that the manufacturer has advertised these features for many months, and that the friends of the prospect drive the same cars, does not mean he knows all about them. Owning an encyclopedia does not mean the owner knows its full contents.

So, keep up your enthusiasm for the current models. Forget new models are coming. You can't make money on cars that you can't deliver. You need to make the sale today. If you lose too many prospects that you get a chance to sell, don't blame the reason on the fact that some other dealer is offering more for the old car. Check on your sales story. Make your story so interesting that the amount of used-car allowance will be less important.

Unless you tell your complete new-car story, then some other salesman down the road may outsell you. You can't forever blame your failure on the long allowance offered by a dealer down the street. You know, he might be selling the value of his new car, too.

Cordially yours,
Dad

"Packard headlines the news"

24 times every week-end over 343 ABC Radio Stations Coast-to-Coast

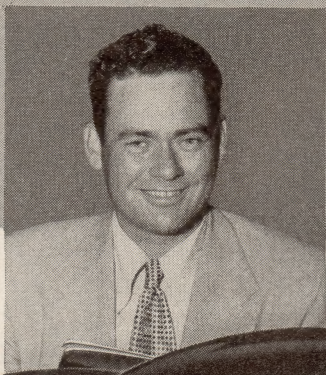
Another powerful selling force in

PACKARD'S NEW PROGRAM

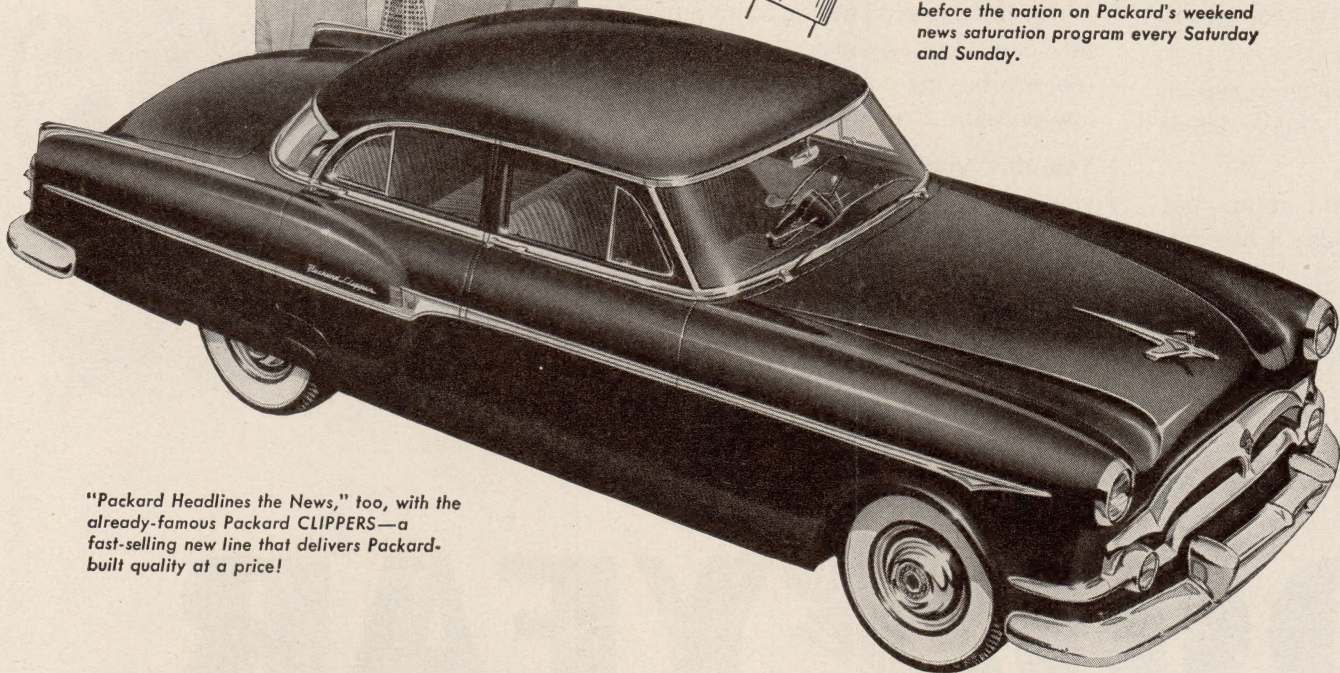
Talk about news coverage! Talk about sales coverage! Since this dramatic newscast program went on the air for Packard, September 26, it has brought the news of the world and the news of Packard cars to nearly 20,000,000 radio listeners every week—end.

Twelve times each Saturday, and twelve times each Sunday—with every 5-minute broadcast of "Packard Headlines the News"—a hard-hitting commercial puts powerful mass selling to work for Packard dealers—both on new cars and used cars. Many dealers are tying in locally with spot announcements.

Here's another example of the promotional support that is keeping people everywhere talking Packard—America's new choice in fine cars!



Arthur Van Horn, ace commentator, keeps a lively, up-to-the-minute pattern of events before the nation on Packard's weekend news saturation program every Saturday and Sunday.



"Packard Headlines the News," too, with the already-famous Packard CLIPPERS—a fast-selling new line that delivers Packard-built quality at a price!

PACKARD MOTOR CAR COMPANY DETROIT 32, MICHIGAN

2nd Quarter Sales Set Calif. Record

SACRAMENTO, Calif. — Sale of new and used cars set an alltime record in California during the April-June quarter, according to tax records compiled by the Board of Equalization.

Sales of autos during the quarter totaled \$675 million, and the report said the demand for cars was continuing "very strong."

Will Encourage Schools to Develop Mechanics . . .

Parts Group to Help Train Youth

By Sam Sampson
Staff Writer

PLANs for an industrywide, automotive vocational program aimed at providing a continuing supply of properly trained young service technicians for all phases of the industry will be launched in January by the National Standard Parts Assn., it was announced at a meeting of the Equipment & Tool Institute in Detroit.

R. G. Riley, manager of merchandising for Thompson Products, Inc., who is heading the NSPA plan, declared that all branches of the industry must take an active part in explaining the importance of the auto industry to the nation, and of the employment opportunities currently offered to young men.

The program, Riley said, is patterned after a project being carried on by the Automobile Manufacturers Assn. and the American Vocational Assn., called the Automotive Industry-Vocational Education Conference.

IN EFFECT, NSPA will appoint 48 state committee chairmen for the drive, each of whom will name two or more members to his committee. Their duties will be to meet with car dealers, independent garagemen, fleet operators and others in the area, who will form other committees to call on local school boards and explain the program.

A series of slide films for use in selling the program to school boards will be provided, and another series offered for presentation in class lecture rooms. A roster of speakers will also be formed to present a Career Day promotion at the school.

In addition, NSPA will provide speakers for state conventions of the vocational association.

The above program will be explained to the entire NSPA membership, so that the same story will be presented to all school boards.

THE manufacturer members of NSPA have also pledged to provide speakers and instruction on proper application and use of parts and equipment.

The need for the program was brought out, Riley said, when several wholesaler members of the organization were called upon by school officials to aid them in planning better automotive instruction in the vocational departments.

Rather than launch a program of their own that might interfere with that of AMA, however, the wholesalers arranged a meeting with a few AMA members.

"It was agreed," Riley said, "that a program that would arouse the interests of the vocational association and the local school boards must be industrywide. It is just too large a project for any one division of the industry, and if it is to succeed at all, all branches of the industry must cooperate."

"The car, truck and bus builder;

the replacement parts manufacturer; the service equipment and tool manufacturer; the automotive wholesaler; the vehicle dealer; the independent repairman; Government agencies, and the fleet operator must all take an active part."

ONE of the most difficult problems of the past has been that too few persons would discuss such programs with local school boards, it was said.

The industry has failed to dramatize the business to the youth of the nation, Riley stated. It is due to these shortcomings, he said, that only a few schools have given proper thought to auto instruction. Many schools are so poorly equipped at present that the student learns little to aid him in securing employment.

Under the NSPA plan, wholesaler members have been asked to employ vocational instructors in machine shops during summer vacations. It is also suggested that

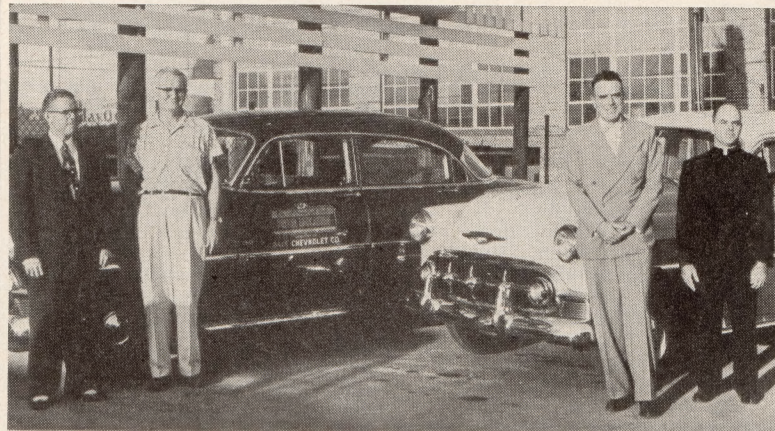
auto dealers provide instructors during the period.

It will be up to the auto manufacturer to notify dealers of the program, Riley continued, and tool and equipment makers must notify sales personnel, who in turn will discuss the program with the wholesaler.

RILEY said that the nation now has so many automobiles that 45,000 new and used-car dealers, 62,000 independent repair shops, 28,000 fleet operators and 189,000 gasoline stations are finding it difficult to service the nation's 53 million vehicles.

"The reason the condition exists," he declared, "is the lack of properly trained automotive service personnel."

If the present system of training automotive mechanics were to prevail a few more years, the entire service industry would be in jeopardy, Riley added. Poor mechanical service by inexperi-



Bale Expands Car Loan Program—

The seven-year-old practice of Bale Chevrolet Co. of lending a training car to the senior high school of Little Rock, Ark., has been expanded to include Catholic High School. From left are Eugene Bale, dealership president; Jesse W. Matthews, principal of the senior high school; Col. Frank Potter, American Automobile Assn. manager in Arkansas, and the Rev. Father William Galvin, principal of Catholic High.

enced personnel can only breed nationwide contempt and dissatisfaction on the part of the vehicle owner.

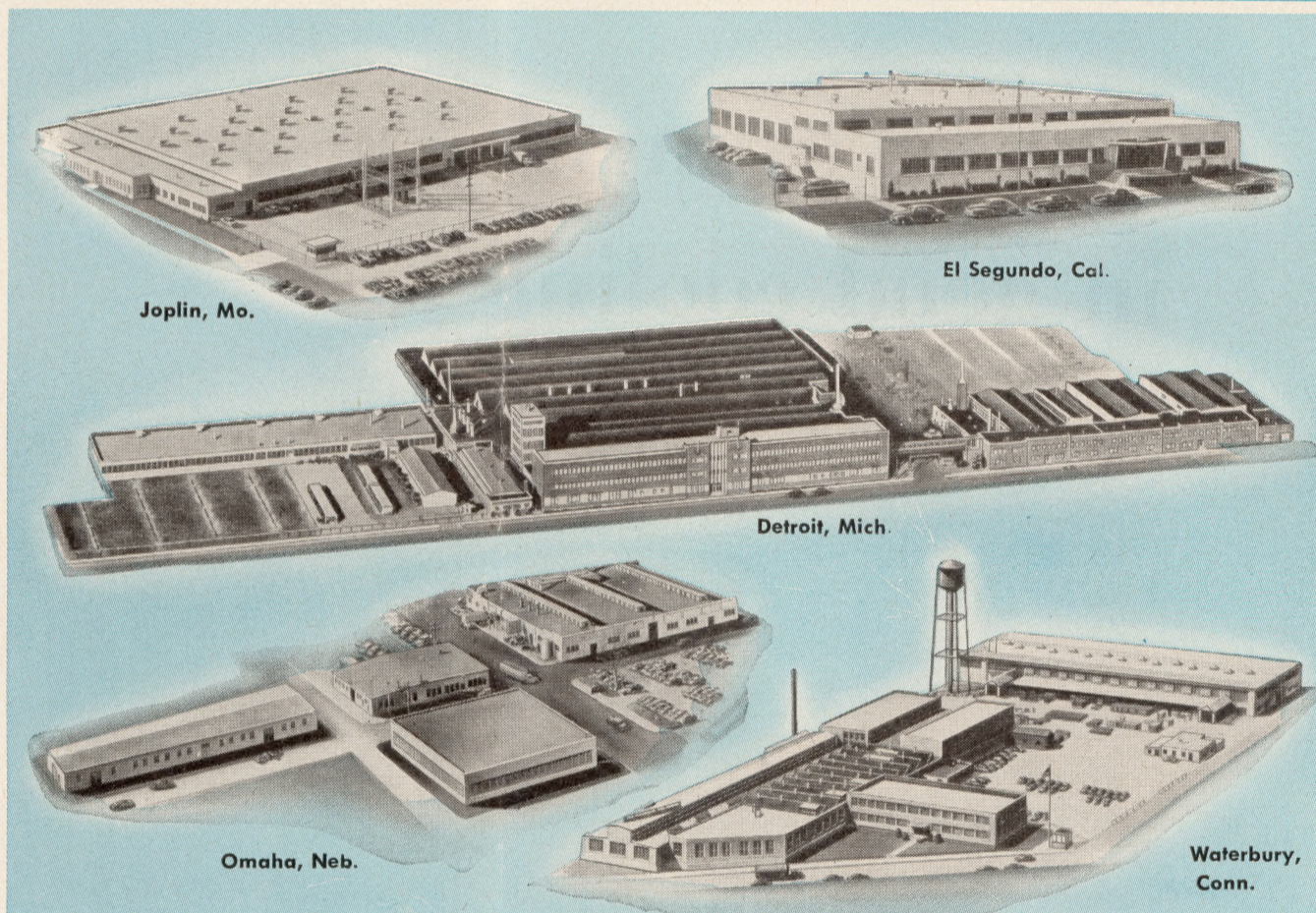
"A new classification of the me-

chanic has developed with the modern automobile—he is truly a technician and rightfully should be known as a diagnostician," Riley said.

ONE OF A SERIES

You Get Many Benefits

by Specifying **VICKERS** Hydraulics



Unmatched Facilities

For Hydraulics Development, Design,
Manufacturing and Application

In resources for research, design, development, manufacturing and application, Vickers is unmatched in the hydraulics field. The five plants shown above employ more than six thousand people. These plants are strategically located to best serve the diversified industries that use Vickers Hydraulics.

The large scope of these operations makes it economically practicable for Vickers to develop facilities that would be impossible under other

circumstances. As a result, you get more for your money when you buy Vickers Hydraulic Equipment.

VICKERS

Incorporated

DIVISION OF THE SPERRY CORPORATION

1532 OAKMAN BLVD. • DETROIT 32, MICH.

Application Engineering Offices: ATLANTA • CHICAGO (Metropolitan) • CINCINNATI • CLEVELAND • DETROIT (Metropolitan) • LOS ANGELES (Metropolitan) • NEW YORK (Metropolitan) • PHILADELPHIA • PITTSBURGH • ROCHESTER • ROCKFORD • SEATTLE • TULSA • WASHINGTON • WORCESTER



Bakers' Girl—

Shown in a Nash Ambassador is Miss Sunbeam, Zinda Anderson, of Seattle, who won the national contest of the Quality Bakers of America over 40,000 contestants.

Ainsworth Enters Field . . .

Power-Steering Advance Seen

(Continued from Page 2)

models, since it will take some time to tool up for production.

Planning to sell the device strictly as original equipment, Ainsworth is not talking in public about price, other than to say that its relative simplicity gives it a price advantage in manufacture.

Ainsworth sums up its opinion of the merits in this manner:

"The unit is more efficient in operation and more economical to install and service than any power steering unit currently in use."

Through use of a flexible coupling, it can be removed for service in 20 minutes, according to Farr.

Another advantage claimed by Ainsworth is conservation of power through a pump in the unit designed specifically to meet the peculiar needs of power steering.

The problem, according to the inventor, John Sneed, Ainsworth research engineer, has always been

to achieve uniform pump volume at both high and low engine speeds.

The greatest need for power in steering is when the engine idles, at 350 to 400 revolutions per minute. This is when maximum pressure and maximum discharge of hydraulic fluid are required.

Ainsworth says that its pump provides uniform flow at any engine speed without the use of bypass or pressure relief valves. This is where the savings comes in, for Sneed says that on most power-steering pumps the discharge at 4000 rpm is approximately 10 times the amount of fluid really necessary, resulting in horsepower loss, added fuel consumption and overheating of the fluid.

The Ainsworth power unit is on a direct-action principle, eliminating racks and pinions. Large valve openings minimize oil heating and cut valve movement drastically, thus reducing backlash, according to Farr.

The design is such that road

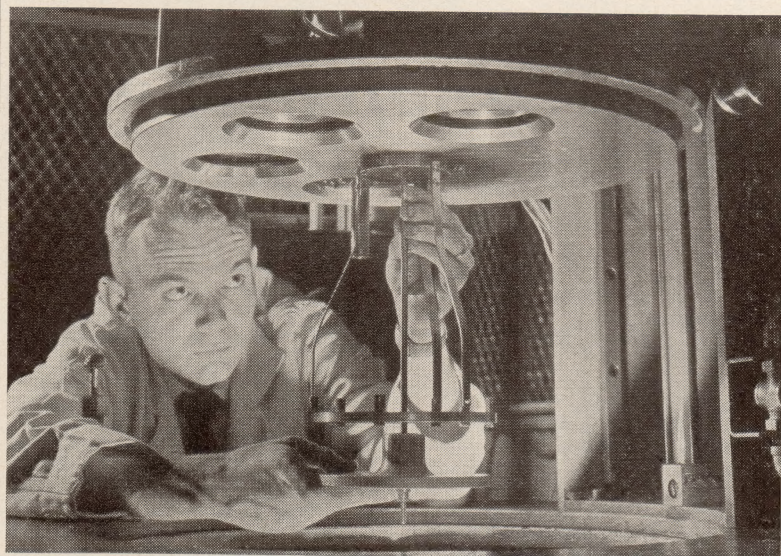
shock is taken directly by the fluid motor, thereby eliminating gear shocks and driving fatigue.

Ainsworth says that the unit gives full power steering without interfering with the "feel" of the steering wheel. In event of hydraulic failure, due to accident or neglect, manual steering continues.

In explaining power steering, Farr traced the development of steering—the loss of irreversibility and low steering-gear ratios because of the increased weight of cars and softer tires.

These safety advantages, he said, are now possible again with power steering. And he added that they are more important, in his opinion, than ease of parking—the most touted feature of power steering.

Irreversibility is a safety feature in helping a driver maintain a true course in spite of obstacles on the road or blowouts, and the lower steering ratios enable a driver to



Ford Motor's Whirling Dervish—

Research Engineer Roger Willyard attaches a metal disc to the shaft of the Ford Motor Co.'s high-speed spin tester which is used to test gas turbine engine parts. The parts must withstand higher speeds, temperatures and pressures than they would in an engine.

control more easily in skids or when he inadvertently drives onto a soft shoulder.

Spin Tester Helps Ford Research On Gas Turbine

DEARBORN.—A high-speed spin tester, capable of whirling objects in excess of 50,000 revolutions a minute, is aiding the Ford Motor Co. engineering staff to learn about gas turbine engines.

Operational speeds of future gas turbine engine parts will be greater than 30,000 revolutions a minute, Andrew A. Kucher, director of the engineering laboratory, explained.

To obtain equipment for research in the necessary ranges of temperature, pressure and speed, the engineering laboratory designed and built its own spin tester. Resembling an oversized washing machine, the tester is wrapped in spring steel to absorb severe shocks and is padded inside with hard maple or aluminum liners, depending upon samples to be tested.

Test discs are rotated by a suspended shaft, turned by a turbine driven by compressed air. Before each test, a vacuum is created within the tester to eliminate air resistance.

The instant stresses from high speeds become too great and the test discs begin to disintegrate, the action is photographed by a camera attached to the tester. From such photographs, weak spots in design can be studied and corrected.

Before a gas turbine can become practical as an automobile engine, new and stronger materials must be developed, Kucher said. Finding these is an important part of the laboratory's research program.

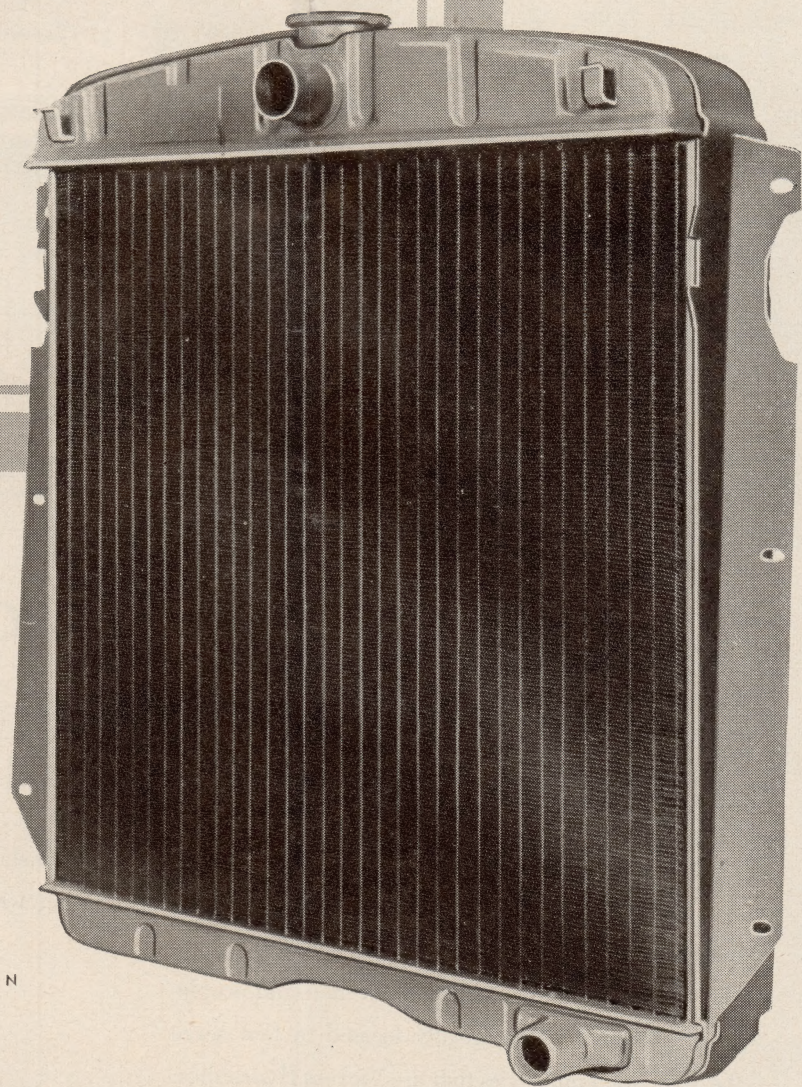
"Progress is being made, but for me, or anyone, to venture a date or a production guess would be impractical," Kucher explained. "Two immediate problems with such engines are their slow acceleration and comparative inefficiency at low speeds."

Maryland Dealers Hear Baltimore Traffic Plans

BALTIMORE.—Plans for traffic improvements in Baltimore were discussed by Henry Barnes, newly appointed traffic engineer, at a meeting of the Maryland Automobile Trade Assn.

Barnes said he planned to create additional one-way streets and install signal lights where needed to improve the flow of traffic.

An investment
in good cooling



HARRISON
RADIATOR
DIVISION

GENERAL MOTORS CORPORATION
LOCKPORT, NEW YORK

HARRISON

**PLYMOUTH
CARS**

SELL YOUR BEST RURAL
CUSTOMERS THROUGH

**Country
GENTLEMAN**

Leader in Automotive Advertising
Where Automotive Ownership
Is Greatest

The American Magazine Moves Ahead!

SEPTEMBER ISSUE OF



EXCEEDED **2,740,000** COPIES*

— *highest in the history of The American Magazine*

The American Magazine this year has forged ahead—issue after issue! While the January American sold over 2,700,000 copies, estimated circulation of the September issue reached an all-time high in excess 2,740,000.

This is important news for advertisers because it places The American Magazine squarely among the leading family-read consumer magazines.

NEWSSTAND SALES, TOO, ARE UP, UP, UP!

When more and more people walk up to newsstands and buy The American Magazine at 35¢ per copy each month, that's HOT NEWS. Here's the newsstand box-score so far this year...

First 6 months average	771,000 (ABC)
July issue	800,000*
August issue	860,000*
September issue	900,000*

Move Ahead with The American Magazine!

Over 100 new advertisers have added The American Magazine to their schedules this year.

Reason? The answer is sound advertising value, high readership, direct traceable results. The American Magazine compares with other big, family-read periodicals in terms of total readers, total reading time spent with each issue, and number of reading sessions. Here are the facts revealed by the biggest readership study** ever made.

	<u>Total Readers Per Issue</u>	<u>Total Reading Hours Per Issue</u>	<u>Total Reading Sessions Per Issue</u>
AMERICAN	10,230,000	30,349,000	40,920,000
LIFE	23,720,000	30,045,000	49,812,000
POST	14,400,000	25,440,000	37,554,000
LOOK	17,070,000	19,631,000	36,000,000

Get more advertising for your dollars in 1954! Get the complete story—solid facts which show how The American Magazine fits into today's changing advertising and marketing picture.

*Publisher's Estimates

**The readership study conducted by Willard R. Simmons & Associates, Inc.

1,000 Attend Toronto Parley . . .

Strong Voice Needed, Canada Dealers Told

By James Montagnes
Staff Correspondent

TORONTO. — Taxes, future marketing problems, factory-dealer relations, unionization of shop and sales staffs, freight rates, used-car inventories and apprentice training programs were discussed at the annual meeting here of the Federation of Automobile Dealer Assns. of Canada.

Retiring President A. J. Cameron, of Moose Jaw, Sask., urged a continuing drive for members so that "we will have a voice strong enough to influence the Government to give our industry equitable treatment and to protect us from the injustices of those who are strongly organized against us."

About 1,000 dealers attended.

David A. Amory, president of Chevrolet Motor Sales Co. of Montreal, Ltd., secretary of the feder-

ation for the past year, was elected president for 1954. Vice-presidents elected were A. E. Stedelbauer, Windsor, Ont.; Maynard McEwen, Fredericton, N. B., and Hubert Hardy, Winnipeg, Man.

Also elected were C. Reg Howell, Toronto, as secretary, and James L. Cooke, Toronto, as treasurer. Howard B. Moore was reappointed managing director, with offices at Toronto. Directors were appointed from each province, as well as northern Ontario and Toronto.

In his report, Cameron noted a growth in membership during the year from 3,207 dealers to 3,453.

Discussing labor problems, he said that, so far, Canadian Federal and Provincial "Governments have lacked the intestinal fortitude to resist the unfair demands of labor unions and have even refrained from stopping their acts of vio-

lence."

Cameron reported that the Canadian automotive industry is second only to the pulp and paper industry regarding the number of employees and their wages and salaries.

While conceding high used-car inventories, Cameron urged dealers to watch their installment as well as 30-day credit. He said that a buyer's market, now in the offing, would require more trained sales staffs at the dealer level, and he urged manufacturers to stress selling and sales training in their staffs, instead of production as heretofore in the postwar years.

He asked dealers to give thought to industry problems, not wait for a solution to be handed them on a platter by their associations and the manufacturers. He suggested changes in warranty service commissions, and a change in distribution of commissions as a solution to the problem of dealers selling wholesale into other dealers' territories. He reported that Canadian business in general is good.

Cameron also stated that there was a need for a nationwide policy of junking old cars, to meet shortages of mechanics.

The only resolution to be



Canadian Dealer Federation Names Officers—

Shown here are new officers of the Federation of Automobile Dealer Assns. of Canada. Seated (from left) are Rankin McLaine, Charlottetown, P. E. I.; A. J. Rankin, Moose Jaw, Sask.; James L. Cooke, Toronto, treasurer; D. A. Amory, Montreal, president; A. J. Cameron, Moose Jaw, outgoing president; Howard B. Moore, managing director, and S. S. Rafuse, Bridgeport, N. S., past president. Standing are P. O. Messier, Montreal, past president; A. E. Stedelbauer, Windsor, Ont.; Hubert Hardy, vice-president; Maynard McEwen, vice-president; Charles Beny, Lethbridge, Alta.; A. J. L. Oates, Vancouver; George McPherson, Sydney, N. S.; Albert Bear, Toronto; R. Newell, Montreal, and George W. Mason, past president.

unanimously indorsed was one that suggested apprentice training programs operated by provincial governments in conjunction with dealer associations.

Committee reports were made at the opening session. E. A. McCullough, Calgary, Alta., chairman of the freight rates committee, reported that equalized freight rates in Canada are expected by 1955.

He urged the Automobile Chamber of Commerce to keep in close touch with the Government to keep freight rates down, and reported that it still costs about 10 percent more for new cars sold in western Canada because of delivery charges, whether cars came by road or rail.

On employer-employee relations, Clarke Simpkins, Vancouver, B. C., asked dealers to study their businesses with the idea of bettering working conditions, pay plans and welfare benefits, to forestall further union inroads in the service and sales departments of their dealerships.

More factory-dealer councils should be set up across Canada, according to the findings of the factory-dealer relations committee, chairmanned by H. I. Wilson, of Calgary.

Substantial progress on highway safety was reported by A. E. McVittie, Sudbury, Ont., who headed the safety committee.

"Growth of highway transportation in both Canada and the United States is seriously threatened because of inadequate highways and streets," Karl R. Richards, manager of the field services department of the Automobile Manufacturers Assn., Detroit, told the Canadian dealers.

He said, "Patterns of motor vehicle ownership and use in Canada are much like those in the United States. With 54 percent of Canadian households owning cars, Canada comes closer than any other country to the 65 percent ratio of car ownership among American households."

A limit on automotive production and hard selling will enable the automotive industry to get itself out of the "unhealthy situation" which it faces at the moment, said Paul G. Hoffman, chairman of the board of Studebaker.

He declared that "all that is necessary is that we start doing the right things and avoid doing the wrong things, and we will get ourselves out of trouble in a hurry." (See story on page one, Oct. 19, for more details of Hoffman's talk.)

Jack P. C. Williams, of Inglewood, Calif., told the dealers that service must be built on a solid foundation, and that service operations should be efficiently handled.

James A. Mason, of Hodges Auto Sales, Inc., Ferndale, Mich., told the convention that most families need two cars, and in suburban areas some could use three.

He said more attention should be given to used cars; car display; advertising stunts, and a well-dressed, hard-selling sales staff. He said that dealers should have enough cash on hand to carry a good inventory of cars, but not more than 30 days' supply at a time.

He emphasized the necessity of proper preparation of used cars for sale, and to take merchandising lessons from department stores.

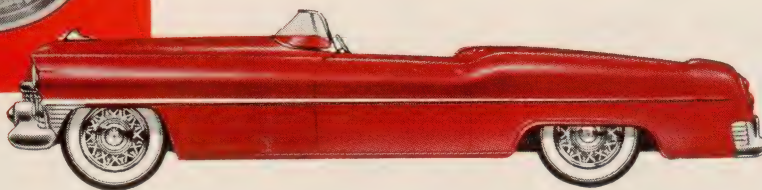
Zenn Kaufman, New York, dealt with showmanship in selling cars, saying that nobody tells people why they should buy cars. He gave instances of showmanship, but emphasized that showmanship is not everything in car selling.

TESTED AND APPROVED BY MAJOR AUTOMOBILE MANUFACTURERS

CELLO Wire Wheel DISCS

with

EXCLUSIVE
WHEEL-BOLT
LOCK ON!



Here is the revolutionary wire wheel disc the entire country is looking at! Designed for the ultramodern styling of today's automobiles, Cello Wire Wheel Discs give sports car distinction at a fraction of the cost of real wire wheels.

TESTED AND APPROVED!

Cello Wire Wheel Discs are the ONLY wire wheel discs road tested and approved by several of the country's leading automobile manufacturers.

The Cello Wire Wheel Disc, containing 48 real chrome plated stainless steel wire spokes, is equal in every respect to the "original equipment" offered by major car manufacturers.

WITH EXCLUSIVE WHEEL-BOLT LOCK ON

Wheel-bolt lock on is the outstanding new development by Cello which practically eliminates theft of discs. Each disc is firmly attached to the bolt circle of the wheel and is held by the same bolts that hold the wheel. This prevents petty thievery, rattling or loss due to centrifugal force when driving.

CELLO WIRE WHEEL DISCS FEATURE Automotive styling and engineering • 48 real wire spokes • stainless steel with chrome finish • wheel-bolt lock on • removable hub cap • proper wheel balance • custom made and fitted • tested and approved on various car manufacturers' proving grounds • original equipment as used by various car manufacturers • enhances appearance of car.

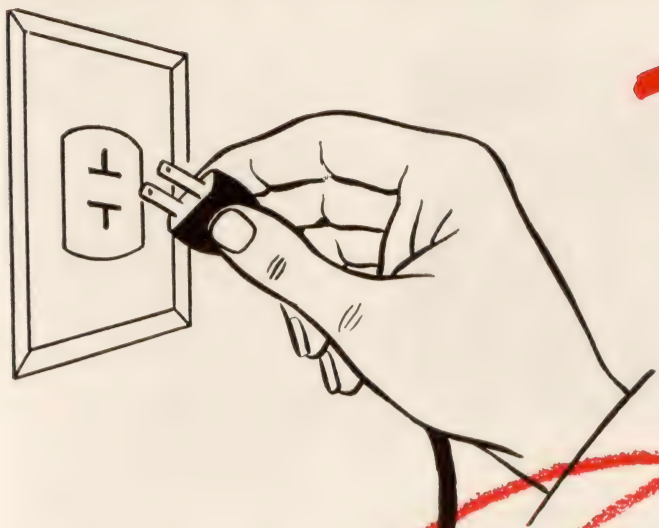
For further information regarding Cello Wire Wheel Disc Distributorships, Jobbers or Dealers—write . . .

CELLO
Trade Mark Reg.

WIRE WHEEL DIVISION

EAST BOSTON 28, MASS.

FOR SPORTS CAR *Distinction* AT A FRACTION OF THE COST—DEMAND CELLO WIRE WHEEL DISCS



Plug in...

ON THE EASIEST AND QUICKEST WAY
TO INCREASE CUSTOMER LABOR SALES



Use the dynamic power of your Service Department to increase and maintain your income now. The easiest service to build is Porcelainize. Your Porcelainize Department can be as busy as you want to make it.

Many good things follow when Porcelainize is promoted aggressively:

More New Car Sales. Buying appeal increases with the added beauty your cars deserve.

More Used Car Sales. Porcelainize alone gives used cars that well-cared-for "one-owner" look. National

tests prove that Porcelainized used cars sell for more and move faster.

More Customer Contacts. Porcelainize attracts *past* customers as well as new. When customer relations are frequent and satisfying, service profits not only soar but customer relations with all the other departments continue and increase.

The Porcelainize business you build is yours to keep with profits better than 50% gross. Porcelainize stands alone in offering a superior product, program and policy for the sole benefit of New Car Dealers.

Promote Porcelainize now.



PORCELAINIZE

TRADE MARK REG. U.S. PAT. OFF.

FREEMAN & FREEMAN, INC.

*the World Standard for
Fine Automobile Appearance*

DENVER, COLORADO

FOB FACTORY

Better Brightwork Due As Nickel Curbs Go

LIFTING of nickel restrictions undoubtedly means a return to many of the plating specifications of pre-Korean days, but no one knows yet if the required quantity of nickel will be available. There will also be some changes in alloy steel specifications—mostly for highly stressed gears. Nickel may also find its way back into cast iron, but the changes in both steel and gray iron are expected to be much less urgent than revisions in automotive brightwork.

A top metallurgist for an auto firm told *AUTOMOTIVE NEWS*: "We expect to change back to nickel for brightwork just as soon as possible. Nickel not only does the job better—it is also cheaper than the present substitutes. We will change over as rapidly as nickel availability permits."

This experience was confirmed by other Detroit metallurgists

who agree that one of the first steps to be taken will be to increase the amount of nickel used on bumpers.

Under Office of Defense Mobilization rulings, 0.001 nickel max was permitted on bumpers. The average depth of nickel plate was, of course, much less than this. Detroit consensus is that at least 0.0015 is necessary for bumpers. Cadillac used 0.0025 on its cars when there were no restrictions.

Gone for Good?

THE return to free nickel will create only a minor stir in steel

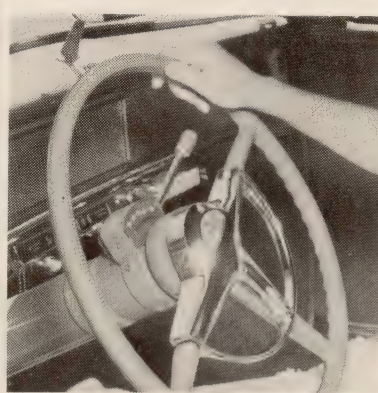
for the simple reason that car producers use much less nickel steel than they used to. Even before Korea some car producers, Chrysler, for example, used few nickel steels.

Chrysler also used relatively small amounts of nickel in its dies. The nickel shortage pushed nickel out of Chrysler camshafts and the possibility of a comeback to this application is relatively remote.

The long-term trend in the use of alloys by the auto industries has been to use less alloying elements and make maximum use of the alloys employed. Nickel is at somewhat of a disadvantage under both policies although there are still many Detroit metallurgists who insist there is no substitute for nickel in highly stressed carburized parts.

Everybody Wants It

WITH the prospect that everybody is going to want nickel, how will the auto industry make out? Under a similar situation with respect to steel, Detroit buyers were widely criticized for getting more than their rightful share of available steel. Probably the same thing will happen in the case of nickel although end use will now be con-



Plating Speeded Up—

Development of a new bright copper process which increases plating production up to 60 percent has been announced by Smoothex, Inc., Cleveland. The process is said to save nickel and eliminate the operation of copper buffing. Brightness is achieved from zero to 80 amperes per square foot.

trolled by International Nickel Co. instead of Washington.

Incidentally, International Nickel has assured the Government that military and atomic energy needs will continue to be

taken care of preferentially. Military needs include stockpile requirements which are said to be only 13 percent filled.

If history repeats itself, Detroit will continue to take care of a large part of its nickel requirements by so-called conversion deals. In many instances this may raise the cost 150 percent or more. However, the industry has thus far found it easier to pay the premium than to reduce car quality by leaving off nickel.

* * *

Question of Cost

IT IS still questionable as to how far Detroit will go toward returning to nickel-type stainless steels. Most of the stainless trim used on cars in the pre-Korean days contained up to 8 percent nickel.

When the nickel shortage developed a switch was made to chromium-type, nickel-free stainless. Initially, there were some difficulties in forming the chrome-type stainless. Dies had to be reworked in some instances to use the chrome type materials.

However, most of these problems have now been solved. The question of a return to nickel-type stainless trim will hinge, therefore, largely on a matter of cost.

At the moment, it is not possible to say whether nickel or chromium stainless will be favored on a cost basis. In any event, the changes that will be made should not be expected immediately except in a few cases, according to Detroit metallurgical authorities.

* * *

New Method Is Offered To Seal Powder Parts

PHILADELPHIA.—A new sealing and plating method for powder metal parts has been announced by Colonial Alloys Co., Ridge and W. Crawford Sts., Philadelphia 29, Pa.

Offered is the firm's process called Lectorplating, which is said to handle the entire job of sealing, trisolvadiene treatment, osmotic sealing, conditioning, plating and cadolting.

The process is recommended for jobs where porosity is undesirable and where corrosion resistance or decorative value is required. Numerous functional and decorative parts, it is stated, can now be made of powder metal and finished at considerable savings, as compared with machining process.

* * *

2-Hand Clutch Control For Manual Power Units

FREEPORT, Ill.—Micro Trip, a two-hand clutch control for manually operated power machines, has been announced by the Micro division of Minneapolis-Honeywell Regulator Co.

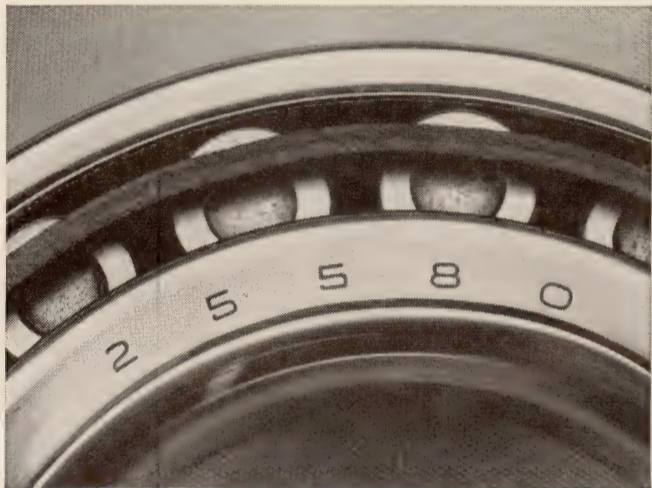
The unit, which is said to increase production up to 25 percent, prevents tying down or cheating because its two control switches must be pressed simultaneously to operate the press. Electrical signal systems can be tied in.

It also permits single stroke control for positive mechanical clutch machines and automatic cycling control for hydraulic, pneumatic or friction clutch machines.

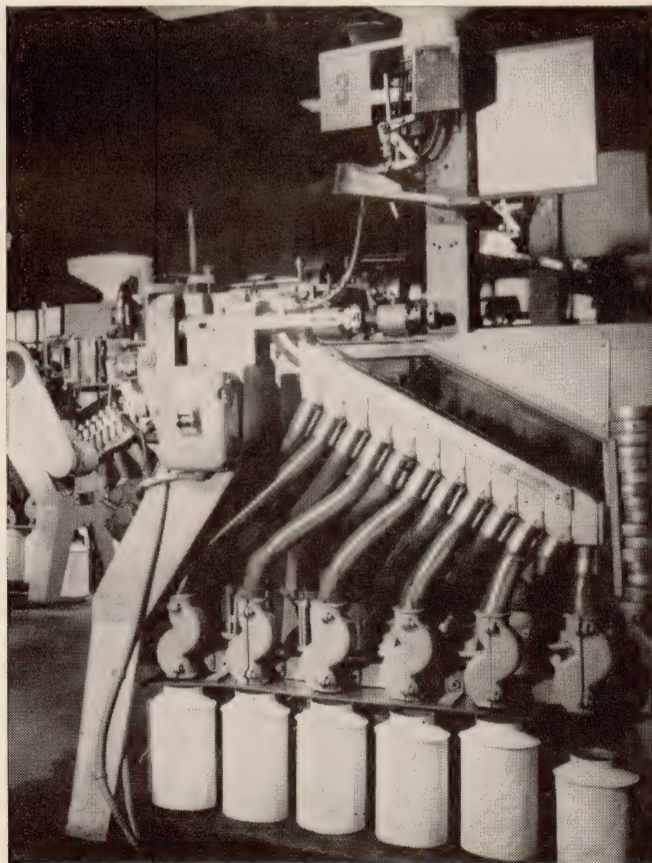
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Data on Campeco S-300

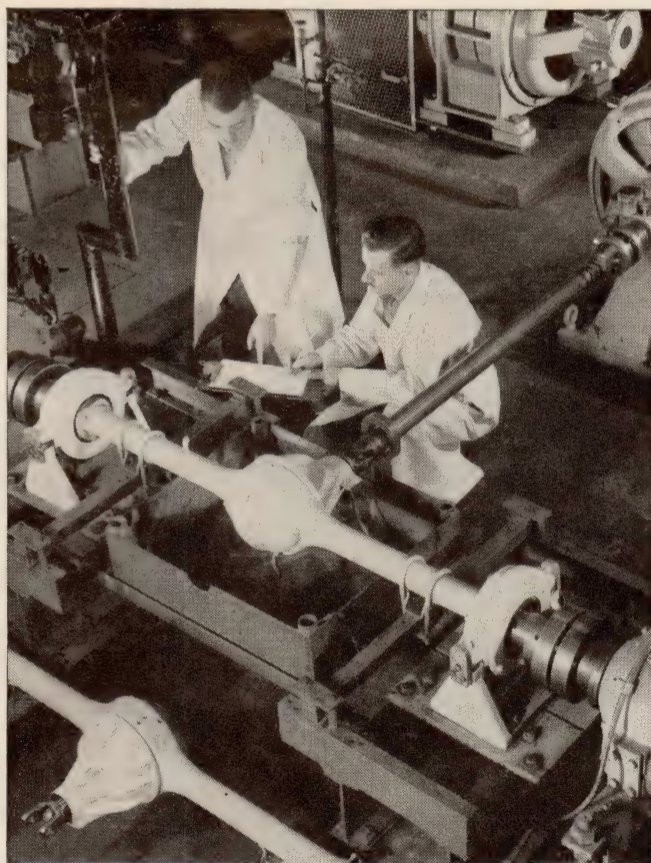
CHICAGO.—A four-page booklet, containing information on Campeco S-300, has been prepared by the Campeco division of Chicago Molded Products Corp., 2717 N. Normandy Ave., Chicago 35, Ill. The new material is an alloy of polystyrene and rubber in rigid sheet form, available in a wide range of colors and described as having an exceptionally fine surface finish.



THE NUMBER 25580 on the bearing cone above—coupled with 25520 on the cup—identifies a certain size of tapered roller bearing commonly used on differentials. If you also see the name Timken, the number is a report, too, on the bearing's quality and the services that go with it.



WE'RE NOT SATISFIED just to grind and hone rollers to extremely close tolerances. This machine sorts them into even more precise sub-sizes so we can match rollers in each bearing to almost microscopic limits. Thus each roller carries the same load. This assures quieter operation, longer life. It's another extra step that makes Timken bearings the most accurate parts for your car's vital zone—the moving parts.



WE CONTRIBUTE RESEARCH on parts related to bearings that often helps improve their design. From recent studies, for instance, we are able to recommend a design change that improves rear axle bearing lubrication, makes the axle stiffer, less costly to produce. Specify "Timken" with the bearing number. And for full value, always use a Timken bearing cup with a Timken bearing cone. The Timken Roller Bearing Company, Canton 6, O.

TIMKEN is number 1 for VALUE where value counts most...in the vital zone

NOT JUST A BALL ○ NOT JUST A ROLLER □ THE TIMKEN TAPERED ROLLER □ BEARING TAKES RADIAL □ AND THRUST □ LOADS OR ANY COMBINATION □

PurOlator
OIL FILTERS
SELL YOUR BEST RURAL
CUSTOMERS THROUGH
Country
GENTLEMAN
Leader in Automotive Advertising
Where Automotive Ownership
Is Greatest



A CAR'S FINISH NEEDS *Protection* TOO!

With winter on the way . . . now's the time to remind your customers to "weatherproof" their cars with Blue Coral. Just one treatment, with this famous team and they can drive through the muckiest season of snow, rain or sleet and never have a worry about the fine finish of their cars.

That's because Blue Coral is more than just an ordinary wax or temporary concoction. It's a two-way combination of priceless ingredients especially formulated to maintain, restore and preserve the fine finishes of fine automobiles. The Blue Coral treatment not only cleans every speck of stubborn grease and grime from the finish safely and gently, but actually burnishes it to a hard, glassy-smooth, dirt-shedding surface, then fortifies it completely for months to come . . . whatever the weather.

Show your customers now how to keep their cars looking beautifully "cared-for", yet completely "carefree" this winter and watch them make repeat visits to your Service Department a year-round habit!



The finishing touch  *for any car . . .*

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H. D. T. COMPANY FACTORS, INC.
Creators of the Blue Coral Treatment
WHITE PLAINS, NEW YORK

Sales Conditions in Various Areas . . .

Auto Market Reports

Salt Lake City

With new-car dealers going all out to sell new cars under pressure from factories and distributors, Salt Lake City's used-car dealers are crying the blues.

New-car sales are climbing toward a new high this year, what with cut-rate sales and big trade-in offers.

New-car dealers say that the "going is tough," but some of the veterans in the business are smiling and saying it is "like old times to be back in the car sales game again."

But the used-car dealers—many of them experienced only in the lush postwar years—are closing up right and left.

Growing stocks of used cars are causing used-car dealers to put on intensified campaigns. A few are offering used cars at "the buyer's price."

"If we can make one dollar on

a sale, the car is yours," one used-car dealer advertises. Others advertise that they are losing money.

The used-car dealers are rushing to unload their cars before Jan. 1, when they will have to pay State property tax on their inventories.—(Don Valentine.)

Cleveland

New-car sales in greater Cleveland for the first nine months totaled 60,646, about 43 percent ahead of the year-ago pace. The total came within a few hundred units of equaling the record level of 1950, the Federal Reserve Bank of Cleveland reported.

Used-car sales for the period were up only 5 percent, to a total of 64,445. Sales of trucks, 4,572 new and 3,094 used, were moderately higher.

For the week ended Oct. 10, new cars dropped more than 400 units

from the previous seven-day period, with sales totaling 1,385. Used cars were off 53 units at 1,516. New trucks declined 49 units at 110 and used trucks, at 95, registered a gain of 22. All sales were well ahead of the corresponding week of 1952.—(Al Rothenberg.)

Ottawa

Dealers are offering drastic discounts to stimulate sales of '53 models, ranging from about \$400 to \$800, and these cuts are attracting more customers to used-car lots and showrooms than are generally seen at this time of the year.

A '53 Willys station wagon, all equipped, listed at \$2,678, is now offered for \$1,878; a '53 Buick Super Riviera hardtop, equipped with all extras, listed at \$4,450, is offered for \$3,675; a '53 Studebaker Commander sedan, with

extras, listed at \$3,202, is offered at \$2,602.

These are but a few of the large number of cars and trucks being sharply reduced to boost business.

A checkup shows, too, that some dealers are selling more such cars and trucks than they had expected at this time. Asked for an explanation, one dealer said that "it is evident more people will drive this winter and they want a better car to do so."—(M. L. Schwartz.)

Pittsburgh

Car registrations in Pittsburgh in the week ended Sept. 10 dropped sharply below the preceding week, according to the business index of the University of Pittsburgh. Decreases also were reported in steel mill operations and freight shipments.

The weekly index stood at 184.4, compared with 194 the week before.

Gross sales of department stores were 2 percent smaller than a year ago. Bank clearings also were sharply lower.

In general, the new and used-car market has stiffened, and aggressive dealers are moving cars. From 10 to 15 used cars now is regarded

as an adequate selection by some dealers.

One dealer reported that many dealers had become so overloaded with cars that they had to unload at sacrifice prices in order to meet the payroll.—(Leon M. Leffingwell.)

Raymond, Wash.

New-truck sales held firm, but new-car sales were off sharply in Pacific County (Raymond), Wash., in September.

Chevrolet led in truck sales with 5, followed by Ford and Dodge with 3 each. The remaining truck registrations were credited to International, 2, and GMC, 1.

The breakdown of car sales: Ford, 8; Chevrolet, 6; Dodge, 4; Studebaker, 2; Nash, 2; Buick, 2; Oldsmobile, 2; Hudson, 1, and Plymouth, 1.—(R. E. Sconce.)

Columbus, O.

Chevrolet and Ford accounted for nearly half of all new cars sold in Columbus, O., during the first half of October.

Chevrolet sales totaled 231 and Ford 210, while the grand total for all makes was 903.

Plymouth nosed out Mercury, 81 to 71, for third place.

Other sales were as follows: Buick, 59; Dodge, 52; Pontiac, 52; Oldsmobile, 36; Chrysler, 22; Studebaker, 21; DeSoto, 17; Nash, 13; Cadillac, 11; Packard, 11; Hudson, 7; Willys, 4; Jaguar, 2; and Kaiser, Lincoln and MG, 1.

In new-truck sales, Chevrolet led with 36, followed by Ford with 25 and GMC and Dodge with 18 each. Other sales were: Mack, 8; International, 7; Divco, 3; White, 3, and Studebaker, 1.—(Bert Strang.)

Denver

Sales of new cars and trucks continue to increase in Denver. Good weather is one reason for better sales, according to dealers.

During September, Denver dealers sold 980 new cars, compared to 854 during the same month last year.

In the new-truck field 136 new trucks were sold, compared to 147 during September, 1952.

During the first nine months of 1953 Denver dealers sold 11,134 new cars, compared to 7,464 in the same period of 1952. Also in the first nine months this year 1,507 new trucks were sold as against 1,062 during the same period of 1952.

Ford led sales during September with 247. Chevrolet was second with 200. Plymouth third with 97.

Other makes and number of sales were: Mercury, 83; Buick, 79; Oldsmobile, 61; Pontiac, 43; Dodge, 37; Chrysler, 35; Lincoln, 19; Studebaker, 18; DeSoto, 16; Hudson, 10; Nash, 10; Willys, 6; Packard, 5; Kaiser, 4; Cadillac, 4; MG, 3; Alford, 1; Henry J, 1, and Porsche, 1.

Truck sales were: Ford, 54; Chevrolet, 39; International, 9; Dodge, 7; Autocar, 4; Divco, 4; Studebaker, 4; White, 2; Fruehauf, 1; Kenworth, 1; Mack, 1; Reo, 1; Timppe, 1, and Thew Loran, 1.—(Ira R. Alexander.)

Houston

New-car sales in Houston in September totaled 3,643, down 4 percent from the previous month's figure of 3,803.

Sales for the month, however, were up 66 percent over September, 1952.

Ford was in No. 1 spot with 1,079 sales, followed by Chevrolet with 944. Plymouth was third with 307, and Buick, with 253, was fourth. Fifth, with 220, was Mercury.

Following, in order, were: Dodge, 211; Pontiac, 150; Oldsmobile, 91; Studebaker, 74; Kaiser, 54; Chrysler, 53; DeSoto, 48; Henry J, 26; Lincoln, 26; Willys, 25; Nash, 23; Packard, 23; Cadillac, 18; Hudson, 8; Jaguar, 4; MG, 4; Austin, 1, and Hillman, 1.

New-truck sales were as follows: Chevrolet, 306; Ford, 261; Dodge, 63; International, 35; White, 10; GMC, 9; Mack, 6; Studebaker, 5; Divco, 2; Transcoach, 2; Willys, 2; Diamond T, 1; Pontiac, 1, and Reo, 1.

The truck total was 704, compared to 602 for August and 474 for September, 1952.—(Ruby Fenoglio.)



There is one outstanding medium in the busy Seattle market of 675,699 people (latest A.B.C. City Zone Population). Wise advertisers consistently include The Seattle Times on their "A" Schedules.



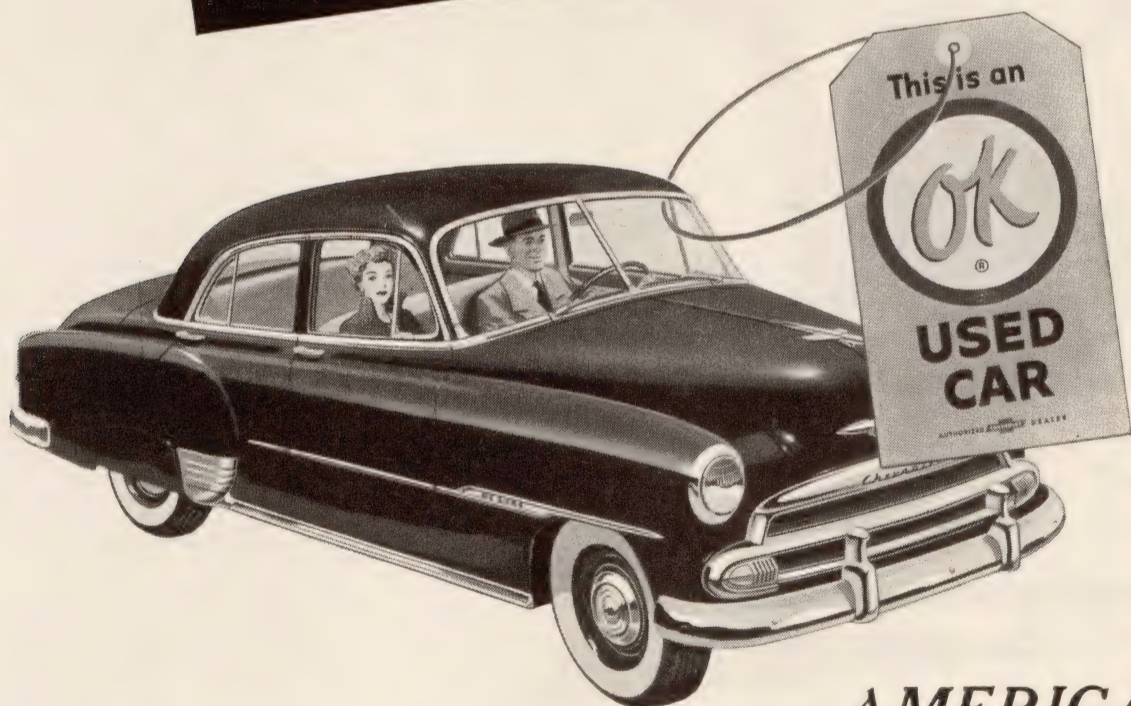
THE SEATTLE TIMES

SEATTLE'S ACCEPTED NEWSPAPER

Represented by O'Mara & Ormsbee, Inc. • New York • Detroit • Chicago • Los Angeles • San Francisco

**Chevrolet
dealers
have
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—including the
most complete
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now more than ever...

AMERICA'S LEADING FRANCHISE



AUTOMOTIVE WASHINGTON

Tax Revisions Pushed,
But Ike Shuns CutsBy William Ullman
Washington Correspondent

REP. DAN REED, New York Republican and chairman of the House Ways and Means Committee, says he hopes to drop a general tax revision bill in the House hopper on the very first day the 83rd Congress returns for its second session, which would be Jan. 6. Reports have it that the Administration and congressional tax writers are pretty much in agreement on the revisions which are to be made in the internal revenue code.

Treasury tax experts and the staff of the Joint Committee on Internal Revenue Taxation have been working together for months on the general revision bill and are reported to have reached agreement on most of the steps which will be recommended to remove inequities in the existing law.



Much of the bill is believed to be already written, since the legislative drafting experts are given the decisions as quickly as the joint committee agrees on technical and administrative matters. Here are some of the major items expected to

K-W Distributorship Set Up in Utah—

Kaiser-Willys Intermountain, Inc., Salt Lake City, has been named a distributor for Utah and portions of Idaho, Nevada and Wyoming. Ray Stout (center), general manager, signs the papers. He is flanked by L. Hope Logan (left), regional sales representative, and Howard P. Grove, western regional sales manager.

be in the general revision bill:

1. Tax relief for working mothers and possibly for taxpayers who have to hire help to take care of invalids.

2. Tax help for small business. There seems to be agreement that some aid must be given small companies.

3. Relief from double taxation of dividends. Both Congress and the Administration want to make a

start in the direction of solving this long-standing problem created by the present system of taxing corporation earnings and then taxing the same money again when it is paid to shareholders as dividends.

Capital Gains Overhaul

4. MEDICAL, dental and similar expenses are likely to be accorded bigger allowances than per-

mitted at present.

5. The capital gains and losses tax probably will be overhauled.

Other general tax revisions will likely take in college and education expenses; research, development and exploration expenses, and incomes from foreign sources.

Tax revision is going to be much simpler for Congress and the Administration than running up new taxes and failing to drop those due for reduction Apr. 1, such as lowering corporation taxes from 52 to 47 percent, and putting automobiles, auto parts, tires, gas and some other items back to their pre-Korea level of taxation.

The Administration, it appears now, is seeking to cancel those tax reductions.

Heads of both congressional tax committees—Reed for the House, and Senator Eugene Milliken, Colorado Republican, chairman of the Senate Finance Committee—already have announced their view that the reductions should be permitted to become effective as scheduled.

The prospects look good for a bad time all around when the tax argument—both for and against—gets under way next year.

Business Census Fight

WHEN Congress refused last summer to appropriate sufficient money for the business census which under law is supposed to be taken every five years, industrial leaders say it turned down a basic need of the business community. That fact is becoming more apparent as both the Government and businessmen scramble to find a way to do something about it.

Leaders of business conducting the campaign to restore the census declare that there are two reasons why it is needed now more than ever. The first is that there has been an industrial transformation in the last few years that has radically affected the manufacturing map of the nation.

The second reason is that marketing practices could have a highly significant effect on the country's ability to sustain the present prosperity.

The next business census was to have been taken early next year. An appropriation of \$10 million was asked for it. Congress refused all but \$1.5 million.

If the census is not taken in 1954, none can be taken until 1959 unless the basic enabling act is amended.

Congress can expect to find business camped on its doorstep when it reconvenes. At present, the Intensive Review Committee, appointed by Secretary of Commerce Sinclair Weeks to appraise the policies and procedures of the Bureau of the Census, is asking census users for suggestions on ways by which the bureau might improve its services and gather information more efficiently and at less cost.

Dr. Ralph J. Watkins, director of research for Dun & Bradstreet, is chairman of the committee.

Thrifty Administration

THE so-called watchdog committee on Federal spending reported last week that the Eisenhower Administration began the current fiscal year with congressional authority to spend \$164.5 billion. This sum is about \$14 billion less than the \$178.5 billion of spending authority with which former President Truman started fiscal 1953.

Of the spending power in the President's hands, \$101.5 billion was money appropriated and authorized to be spent by prior Congresses, while \$62.7 billion represented funds provided by the first session of the 83rd Congress.

Some of the money available is to be spent in the present fiscal year, and some of it in following years.

Senator Harry Byrd, Virginia Democrat, is head of the congressional group which made this report.

Tubbs Gets Cadillac

Tubbs Motor Co., 500 S. Summit St., Arkansas City, Kans., has been appointed a Cadillac dealership. The announcement was made by Butts-Cadillac-Oldsmobile, Inc., Wichita.

The family you'd most like to meet...

TOPS

(in the U.S.A.)

IN SPENDABLE INCOME*

... They live in Metropolitan Cleveland
(Cuyahoga and Lake Counties).

... They have \$7310.00 per household
for spending during the year.

To reach these high incomes,
remember that 7 out of 10 families
read Cleveland's favorite
newspaper on every buying day.



*SRDS Consumer Income Data
(1953 edition) for Standard
Metropolitan Areas.



The Cleveland Press

Overture to ten million Americans...

Shortly after 2:30 every Sunday afternoon, in a darkened concert hall in New York, the WILLYS DEALERS throughout the land join in building a friendship with millions of people from coast to coast...and through this friendship come prospects for Willys vehicles.

With a single gesture, the greatest music of our time pours out into Carnegie Hall, with its audience of 3,000. But at the same instant it is also going into American homes from coast to coast, reaching more listeners *in a single broadcast* than the New York Philharmonic-Symphony Orchestra has played to in person in the entire 111 years of its existence.

This is partly the magic of radio—but it is also the magic of great music, that can hold millions of listen-

ers spellbound...that did, in fact, reach more listeners this past season than it did the season before . . . and that reaches out each month to more than 10,000,000 eager and listening Americans.

To this vast and loyal audience, we will continue to tell the story of the most sensational new automobile in years—the AERO WILLYS.

To these Philharmonic listeners...to the growing number of them who are becoming our greatest boosters for the AERO WILLYS . . . and to the thousands of Willys Dealers who will profit from this, as they head for the biggest years in all Willys history—happy listening!

ROY ABERNETHY, *Vice President in Charge of Sales*



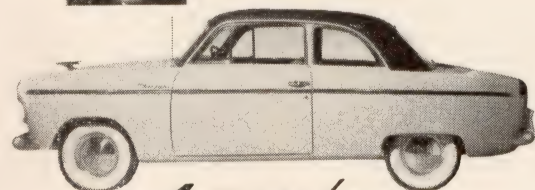
Dimitri Mitropoulos,
Musical Director



James Fasset,
Intermission Host



Harry Marble,
Voice of Willys



Aero Willys

THE NEW YORK PHILHARMONIC-SYMPHONY, Sundays at 2:30-4:00 PM EST, over the CBS Radio Network



Merchandising Memos to Dealers

By Bob Finlay

AS AN OFFSET to giveaway and price advertising on used cars, some auto men suggest that stronger efforts should be made to promote the used car as a second car. Dealers can make a strong case in this area.

For instance, an ad addressed to the housewife could tell her of the freedom a second car could give her—to shop when she desires, to take the kids to school on rainy days, to make social calls.

With used-car prices what they are today, she need no longer be tied to the house while the breadwinner uses the family car to travel to and from work.

Plenty of Life

FOR example, 1949 models of popular-priced makes are being advertised for less than \$500. Look at the unused mileage left in these cars. If they have had reasonable care, they have 80,000 miles of travel left in them.

With the average life of a car being about 13 years, such a 1949 model would still have eight years to go, at a cost of about \$63 a year or six-tenths of a cent a mile.

That's a bargain that can be sold on a matter-of-fact basis—and it can be sold to people who have no car as well as those who can use a second car.

Too much emphasis is placed on "we gotta move these cars out" instead of translating the idea into the buyer's viewpoint—what he can get for so little.

Attitude

A MATTER of attitudes is involved. This recalls the observation of Clayton Rand, Gulfport (Miss.) publisher, at the NUCDA convention in Biloxi the other day:

"The social snoots in my town wouldn't think of buying a used car, but they think nothing of taking a second-hand wife."

So ignore the snoots, and sell to the practical woman who wants a magic carpet to take her away from her cares. She'll take the flying carpet if it's clean, ignoring the used part. Remember women are more practical buyers than men.

And, of course, new-car dealers might try selling some of their customers on the value of their old car as a second car rather than a trade-in. No doubt this would work in only a relatively few cases, but the few would help.

Local dealer associations might run contests for women on "How a second car in the family would help me?" Blanks could be picked up at the lots of the dealers. This would help promote the idea as well as provide dealers with advertising ideas on how to appeal to women on the second-car idea.

And, of course, the dealer doesn't have to sell her a used car for the second car. Maybe she can afford a new car.

Quick Switch

OUR compliments to Studebaker News for a quick switch to hard-selling copy. The house organ now is packed with selling suggestions—a picture story: "Make an effective presentation . . . and a convincing demonstration . . . before you talk deal."

There's a dialogue between the new salesman and the old hand on how to handle the customer who wants no demonstration, no showing, nothing but how much he can get on his trade-in.

The old hand suggests something like this:

"One thing you can be sure of, Mr. Carter, we want your business and we're going to make you the best offer possible. We can save your time by having our used-car buyer look over your . . . while you are trying out the new Commander."

Then there's a plan for hanging

back when you've decided. Here's my card."

Try something like this:

"I don't blame you, Mr. Watkins. So let's get the whole proposal, including the trade-in value of your present car, in shape to talk over with Mrs. Watkins."

"If you'll let me have the key to your car, I'll have our used car buyer look it over now so that you'll know just where we stand when we drive out and give her a ride in the Commander."

Survey Findings

FROM a survey of buyers won and lost by Studebaker dealers,

Studebaker showed the effectiveness of these five selling musts:

1. Take prospect's measure.
2. Sell one point at a time . . . appearance, comfort, performance, economy, safety, etc.
3. Use showmanship circle . . . a plan for showing car in salesroom or prospect's driveway.
4. Use a planned demonstration over a route mapped out in advance.
5. Give demonstration before appraisal.

It was found that if two or less of the musts were used, 29 percent of the prospects were sold

and 71 percent lost, with three musts, 50 percent were sold; with four, 64 percent and with five, 74 percent.

In another study, it was found that only 19 percent of salesmen used all five musts; 5.6 percent used four; 9.5 percent used three; 18.9 percent used two; 45.2 percent used one and 18.9 percent used none.

It appears that there is plenty of room for improvement.

The back pages of every issue of AUTOMOTIVE NEWS contain the WANT AD Section. Others are profiting from AUTOMOTIVE NEWS WANT ADS! Are you?



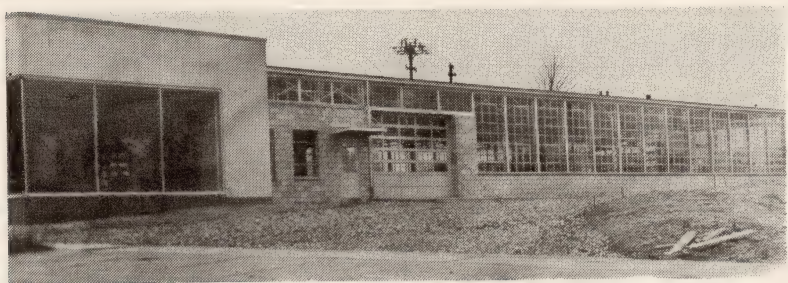
You can tell them by their tail lights of **PLEXIGLAS**

On many cars today, tail lights are as much a mark of identification as a nameplate. Designers have learned that PLEXIGLAS® acrylic plastic makes it possible to mold lenses in shapes and sizes that give added distinction to the over-all car design.

Other important advantages are obtained by using PLEXIGLAS. Tail lights, stop lights, direction signal and back-up lights function with maximum efficiency because the light-controlling curves and sharp angles of their lenses can be molded with extreme accuracy. PLEXIGLAS also gives them outstanding resistance to breakage, discoloration and weather.

Many of the distinctive lenses on modern cars are the result of cooperation between the automotive industry, molders, and Rohm & Haas Company. As the supplier of PLEXIGLAS for lenses, medallions, nameplates, dials, instrument panels and other molded parts used by every major motor car manufacturer, Rohm & Haas Company offers the services of technical representatives and an experienced design staff. Our help is available if you have a problem—or an idea—involving molded parts.

PLEXIGLAS molding powders are listed in Sweet's Product Design File, Section 1c/Ro.



Swisher Cadillac in New Home—

A modern sales and service building has been erected by Swisher Cadillac Co., Mansfield, O., at 270 Lexington Ave. W. O. Swisher, and his son, L. D. Swisher, are partners in the firm.

Highways & Safety . . .

Auto Industry 'Laxity' Tied to Urban Woes

By Gerhardt Neumann
Staff Writer

MOTORISTS, who agree that parking is a major headache in the urban areas all over the country, last week were told that the auto industry must share the

blame for the current situation. The American Society of Planning Officials, meeting in Detroit, was told by its president, Lawrence M. Orton, that the auto industry paid too little attention to the end use of its product, and that city

planners who thought expressways were the answer to traffic congestion were all wrong.

New York City's expressway system "has not brought the millennium even for automobilists," Orton said.

"Nothing encountered there," he added, "provides much of an argument for owning an automobile. Either parking is prohibited entirely, or there are such solid lines of parkers that our horse-and-buggy streets are clogged to the limit."

* * *

No Space for Cars

ARE we kidding ourselves," Orton asked, "when we provide for shiny new ways for the moving car, but do little or nothing about it when it comes to its inevitable stop?"

"I have often thought," the speaker asserted, "that the powers-that-be in the automobile world have paid too little and too late attention to these problems, even in their own interest."

"What use is there," he continued, "to turn out cars if there is no place to put them, or if their high-powered motors can only crawl along at a horse-and-buggy pace in our congested centers?"

Criticism by the planners that "Detroit has shown it is interested primarily in moving automobiles, not people" was answered by Mayor Albert E. Cobo who pointed out that Detroiters could travel better by auto and bus than any other rapid transportation system.

The planners had expressed the opinion that the problem of moving people in urban areas can never be solved by using only buses and cars which, they said, conflict with each other.

"If you must build expressways to satisfy motorist pressure groups," asked Edson L. Tennyson, traction commissioner of Youngstown, O., "why not add just 5 percent to the investment so that a transit line can be included that will boost the number of people carried by 400 percent?"

To which Detroit officials replied that, because the city's expressways are financed largely from gasoline taxes, the State Highway Department would not approve a center mall, since it would not be for the use of autos.

* * *

The Other Side

WHILE the city planners focused their attention on these problems, most road planners agreed that more highway construction is needed to accommodate the growing number of autos.

William A. Bugge, Washington State director of highways, told the Washington Good Roads Assn. that during the past five years more contracts were awarded than in all the previous 42 years in the state's highway building history.

He called for a further long-range program involving "expenditures of large sums of money," adding that "money for road building will always fall short of the demand."

The Virginia Highway Users Assn. was told at its convention in Roanoke that an adequate highway system would reduce the accident toll by at least 50 percent.

Stressing the need for an intensive safety education and enforcement, Gen. James A. Anderson, Virginia highway commissioner, told the group that "where our road standards are low, transportation costs are high."

The growth of revenue for highway purposes also was stressed in a recent bulletin of the National Highway Users Conference, which states that in 1921 less than 12 percent of the total came from the highway user, while at present 58 percent is realized from this source.

Capital outlays by all levels of government are expected to exceed \$3 billion for the first time in 1953, it is stated, and will account for 59.5 percent of total highway expenditures.

New Utah Dodge Dealer

Ed Eisenhower Motor Co. is a new Dodge-Plymouth dealer in Moab, Utah. It has its own used-car lot.



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Detroit Representatives: W. E. Biggers and R. C. Oglesby, 728 Fisher Building, Detroit 2, Michigan. Telephone: Trinity 3-3200.

Used-Car Auction Prices

Market Trend

The overall average price of wholesale used cars declined \$7 last week, according to Automotive News' index.

A sharp recovery was staged by '53 models, which gained \$17 for an average of \$1,908. All other models lost ground. Lightest losses were noted on oldest postwar models. The sharpest dip was on '52s, down \$24.

Other recessions were '51s, down \$17; '49s, down \$10; '50s, down \$8; '47s, down \$5, and '48s and '46s, down \$4.

The sales ratio last week skyrocketed to 68 percent of the offerings, compared with 56 percent a week earlier. At 10 representative auctions last week, 1,815 cars were offered and 1,231 were sold. At nine auctions a week earlier, 1,155 cars were sold out of 2,050 offerings.

Prices marked with an * indicate a unit equipped with an automatic transmission or overdrive, and (ps) indicates power steering.

MASON CITY, IA.

(Lapiner Auction Co. Sale every Wednesday. Prices are for sale of Oct. 14.)
(Market firm and steady. 86 cars sold out of 128 offerings.)

BUICK—'53 Super Riviera, \$2,385*. '52 Super Riviera 4-dr., \$1,495*, \$1,380*. '50 Special 2-dr., \$740*, \$685*.

CADILLAC—'53 (62) 4-dr., \$3,740*. '52 (62) 4-dr., \$3,200* (ps), \$3,185*. '51-105*, '51 (62) 4-dr., \$2,215*, \$2,170*. '49 (62) 4-dr., \$1,470*, \$1,325*. '47 (62) 4-dr., \$530*.

CHEVROLET—'53 Bel Air 4-dr., \$1,730;

(210) 4-dr., \$1,605, \$1,600, \$1,570, \$1-555; (150) 4-dr., \$1,455, \$1,450, '52 SL Deluxe 4-dr., \$1,165*, 2-dr., \$1,240, '51 SL Deluxe 4-dr., \$1,035*, \$1,020*; 2-dr., \$995*, \$960, \$950, \$875, '49 SL Deluxe 2-dr., \$720, \$715, \$625, '48 FL Aero-sedan 2-dr., \$490, '47 FM Sport coupe, \$390.

CHRYSLER—'53 NY 4-dr., \$2,500*. '50 Imperial 4-dr., \$890*, NY 4-dr., \$925*, '49 NY 4-dr., \$770*, '47 NY 4-dr., \$285*.

DESOTO—'51 Custom 4-dr., \$990*, \$945*.

DODGE—'52 Coronet 4-dr., \$1,330*. '49 Coronet 4-dr., \$430*.

FORD—'53 Custom (6) 4-dr., \$1,385, '52

Custom (8) 4-dr., \$1,235*, \$1,215, \$1-185*, '51 Custom (8) 2-dr., \$905*, '49 Custom (8) 4-dr., \$575, \$545, \$535*, \$490, '47 Custom (8) 4-dr., \$305.

KAISER—'51 Deluxe 2-dr., \$715.

MERCUY—'52 Custom 2-dr., \$1,515*, '51 Custom 2-dr., \$1,040, '49 Custom coupe, \$575*, '48 Custom 4-dr., \$360.

NASH—'50 Statesman 4-dr., \$635*.

OLDSMOBILE—'53 Super (88) 4-dr., \$2-600*, '51 (98) 4-dr., \$1,205*.

PLYMOUTH—'53 Cranbrook 4-dr., \$1,425.

'52 Cranbrook 4-dr., \$955, '51 Suburban, \$1,050, \$995, '50 Deluxe 4-dr., \$605, '49 Deluxe 4-dr., \$535.

PONTIAC—'53 (8) conv., \$2,105*, Chief-tain (8) 4-dr., \$2,250, '51 (8) 4-dr., \$1-045*, '49 (8) 4-dr., \$560*, '48 (8) 4-dr., \$490*, '47 (8) 4-dr., \$360.

STUDEBAKER—'53 Commander Starliner, \$1,900*, '52 Champion 2-dr., \$920*, '51 Champion 2-dr., \$845*, '50 Champion 2-dr., \$620*, '47 2-dr., \$315*.

EBENSBURG, PA.

(Ebensburg Auto Auction. Sale every Thursday. Prices are for sale of Oct. 10.)

(Prices still on downward trend; however, cleaner cars more in demand. Sold 71 cars out of 108 offerings.)

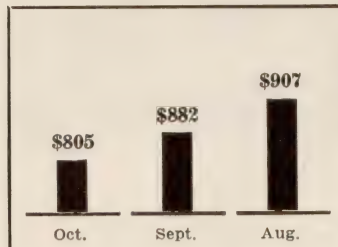
BUICK—'52 Special 2-dr., \$1,260*. '51 Super Riviera, \$1,025*, '49 Super conv., \$670*, '48 RM 4-dr., \$350*.

CADILLAC—'51 (62) coupe deVille, \$2-590*.

CHEVROLET—'53 (210) 4-dr., \$1,625, \$1-425, '51 FL Deluxe 2-dr., \$925*, SL De-luxe 4-dr., \$875; SL Special, \$830, '50 Bel Air 2-dr., \$870; FL Deluxe 4-dr., \$765, \$735, \$730; 2-dr., \$780; SL Deluxe 4-dr., \$730, '49 FL Deluxe 4-dr., \$590; 2-dr., \$725, \$630, '48 SM 2-dr., \$500; FM Sport coupe, \$470; FL Aerosedan, \$525, \$490, \$460, '47 FM 2-dr., \$420, \$190, '42 Special Deluxe 4-dr., \$130, '40

Average Used-Car Prices

(Compiled by Automotive News)



Model	Oct. 1953 To Date	Sept. 1953	Aug. 1953
1953.....	\$1,908	\$2,091	\$2,098
1952.....	1,308	1,404	1,476
1951.....	966	1,042	1,092
1950.....	753	833	849
1949.....	565	632	653
1948.....	390	445	443
1947.....	298	338	361
1946.....	251	274	282
Overall Average....	\$ 805	\$ 882	\$ 907

(The above figures are averages of used-car auction prices, all makes and models, carried regularly in Automotive News.)

Deluxe 4-dr., \$680, '40 club coupe, \$125.
PONTIAC—'52 (6) Catalina, \$1,360, '51 (8) 4-dr., \$980; Chieftain (6) 4-dr., \$1-025, '49 (6) club coupe, \$620.
WILLYS—'50 Jeep station wagon, \$585, '47 Jeep station wagon, \$310*.

FARGO, N. D.

(Tri-State Auction Co. Sale every Thursday. Prices are for sale of Oct. 15.)
(New and late model used cars down slightly. Sold 51 cars out of 97 offerings.)

BUICK—'51 Riviera sedan, \$1,100.

CHEVROLET—'53 Handyman, \$1,650*;

Bel Air 2-dr., \$1,580; (210) sedan, \$1-585, \$1,410, '52 SL Deluxe sedan, \$1,160,

\$1,080, '51 SL Deluxe sedan, \$1,090; SL Special sedan, \$1,000, \$715, '47 SM

sedan, \$325, '46 SM sedan, \$295, \$275.

DODGE—'52 Wayfarer sedan, \$885, '51 Meadowbrook sedan, \$780.

FORD—'53 Main (8) sedan, \$1,495; F-150 pickup, \$1,560, '52 Custom (8) sedan,

\$1,215; Main (8) sedan, \$1,225.

PACKARD—'51 (200) sedan, \$950.

PLYMOUTH—'51 Deluxe sedan, \$700, '50 Deluxe sedan, \$610.

PONTIAC—'53 Chieftain (8) sedan, \$1-675*, '52 Catalina, \$1,450*, '51 Chieftain

(8) sedan, \$1,060, \$975, '48 Silver Streak sedan, \$370, '46 SL sedan, \$300.

STUDEBAKER—'53 Hardtop, \$2,075*;

Land Cruiser, \$1,900, '52 Hardtop, \$925,

'50 Champion club coupe, \$540, '49 Com-mander sedan, \$455.

WILLYS—'51 station wagon, \$600.

MISCELLANEOUS—'50 Austin sedan, \$170.

ALBANY

(Tim Anspach Auto Auction. Sale every Monday. Prices are for sale of Oct. 12.)
(Brighter outlook. Today's market kept pace with last three sales. Bidding brisk on all cars offered. Trucks difficult to sell. Sold 101 cars out of 127 offerings.)

BUICK—'51 Super sedan, \$950*, '50 Spe-cial sedan, \$730*, Special Deluxe sedan,

\$750*, Super sedan, \$830*, Super Riviera sedan, \$1,000, '49 Super sedan, \$660*.

'47 Super sedan, \$370*, \$275.

CADILLAC—'51 (62) sedan, \$2,350*, '49 (62) sedan, \$1,350*.

CHEVROLET—'53 Bel Air sedan, \$1,625,

\$1,800, \$1,675; conv., \$1,800; (210) se-dan, 2 at \$1,700, \$1,380; station wagon,

\$2,180, '52 SL Deluxe club coupe, \$1-025; sedan, \$1,060.

CHRYSLER—'52 Saratoga sedan, \$1,660*.

DODGE—'53 Coronet (8) sedan, \$1,550*.

'51 Coronet (6) sedan, \$970*.

FORD—'53 Custom (8) sedan, \$1,450*;

Victoria hardtop, \$2,120, \$1,910*, '52 (8)

½-ton pickup, \$850; Custom (8) sedan,

\$1,070*, '51 (8) ½-ton panel, \$400; De-luxe (8) sedan, \$810, \$730; Custom (8)

sedan, \$860, \$830; Victoria, \$800*, '50 Custom (8) conv., \$735, \$650; sedan,

\$710; Custom (6) sedan, \$550.

LINCOLN—'51 Cosmopolitan sedan, \$1-170*.

MERCUY—'53 club coupe, \$1,900*, '52

sedan, \$1,435*, '47 club coupe, \$360, '46

sedan, \$360, \$320.

NASH—'52 Statesman sedan, \$1,350*, '51

Statesman sedan, \$750, \$480; Rambler

station wagon, \$720*, '49 (600) sedan,

\$380, \$370, \$350; Ambassador sedan,

\$525*, '48 (600) sedan, \$210.

OLDSMOBILE—'50 (98) sedan, \$800*, '49

(98) sedan, \$430*, (88) sedan, \$590*, '48

(66) sedan, \$400*, '47 (98) conv., \$250*.

PACKARD—'51 (200) sedan, \$870, '46

Clipper (210) sedan, \$170.

PLYMOUTH—'52 Cambridge club coupe, 2

at \$850; Cranbrook sedan, \$1,050, '51

Cranbrook sedan, \$800, \$650, '50 Concord

sedan, \$670, '47 Special Deluxe club

coupe, \$309.

PONTIAC—'53 Chieftain Deluxe (8) sedan,

\$2,300*, \$2,225*, '50 SL (6) sedan, \$600,

'49 Chieftain (8) sedan, \$750*, '48 Tor-pedo (8) conv., \$360*, '47 Torpedo (6)

sedan, \$360, '46 Torpedo (6) sedan, \$300.

STUDEBAKER—'51 Commander sedan, \$540, '43

Commander conv., \$220*.

N. LITTLE ROCK, ARK.

(Arkansas Auto Auction. Sale every Tuesday. Prices are for sale of Oct. 13.)

(Prices off, demand sluggish. 28 cars sold out of 61 offerings.)

BUICK—'48 Super 4-dr., \$275, '47 Super

conv., \$130.

CADILLAC—'51 (62) coupe deVille, \$2-440*, \$2,500*.

CHEVROLET—'51 Bel Air, \$1,040*, '50

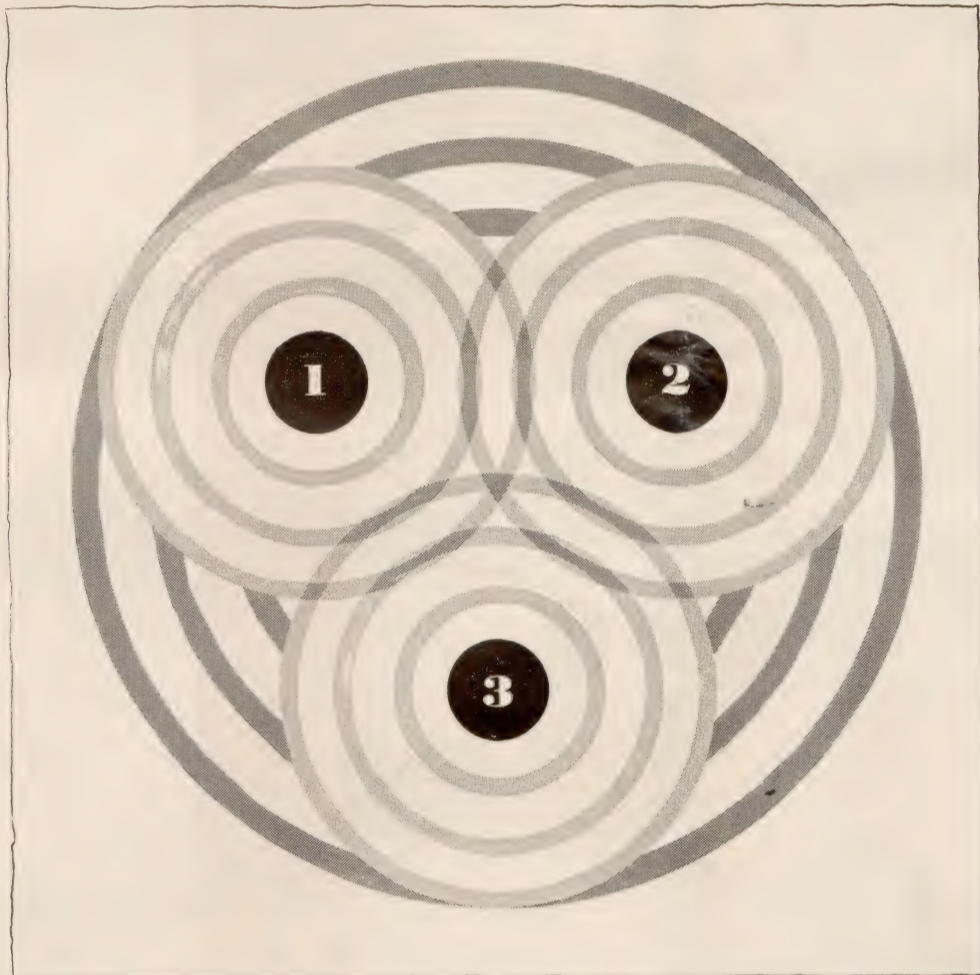
SL Special 2-dr., \$710, '48 FL Aerosedan,

\$390, '47 FL Aerosedan, \$225, '46 FL

(Continued on Page 26, Col. 3)

3 BULL'S-EYES IN 1 TARGET

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83% of population
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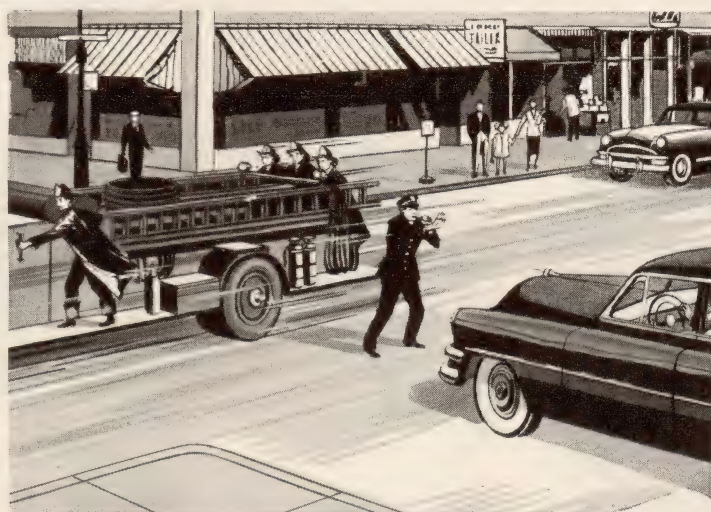
DOUBLE SAFETY

INSIDE—NYLON VIRTUALLY DOUBLES BLOWOUT PROTECTION. With *crushing* impact, test car hurtles into steel rail bolted to pavement, but Safti-Flight's Nylon body—up to 95% stronger—*defies* the rupture, defeats the blowout.

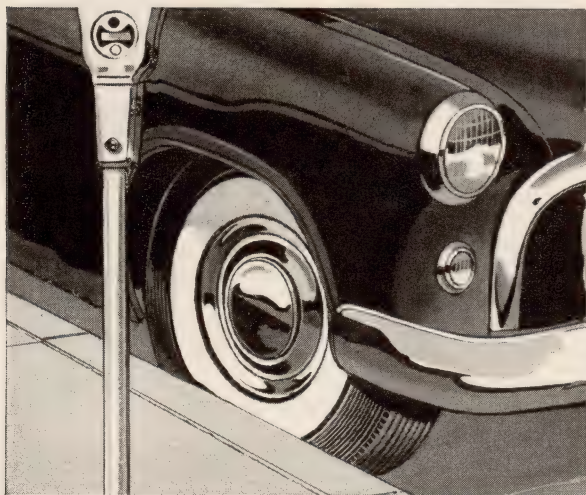
OUTSIDE—UP TO 51% QUICKER STOPS. The only Safety-Slotted Tread—more than 3,000 grip-edges—*multiplies* your stopping power on all roads, in all weather.

FISK *Nylon*...

Safest Inside... Safest Outside!



UP TO 58% MORE SAFE MILEAGE. Far deeper tread allows *renewal* of your full skid protection—without retreading... gives supreme tire life and economy.



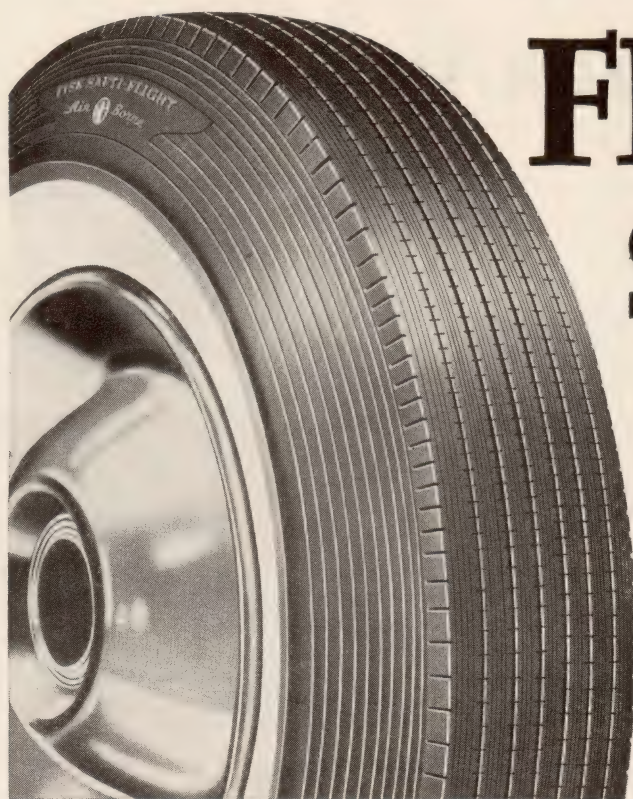
PERMANENT WHITEWALLS—guarded from curb damage by the only Scuff Guard rib, trademarked by Fisk Division of United States Rubber Company.

At Detroit's proving grounds... on the nation's highways, today's Fisk Safti-Flight is demonstrating an extra measure of *safety* your customers will appreciate.

Inside—its new Nylon structure, virtually *doubling* the strength of ordinary tires, delivers a great new extreme of blowout protection.

Outside—its deep and slotted tread *stays* safe, its flashing whitewalls *stay* white and its modern styling sets the pace in tire design.

Change over to this great Safti-Flight—and you improve the safety, step up the salability of *any and every new car*.

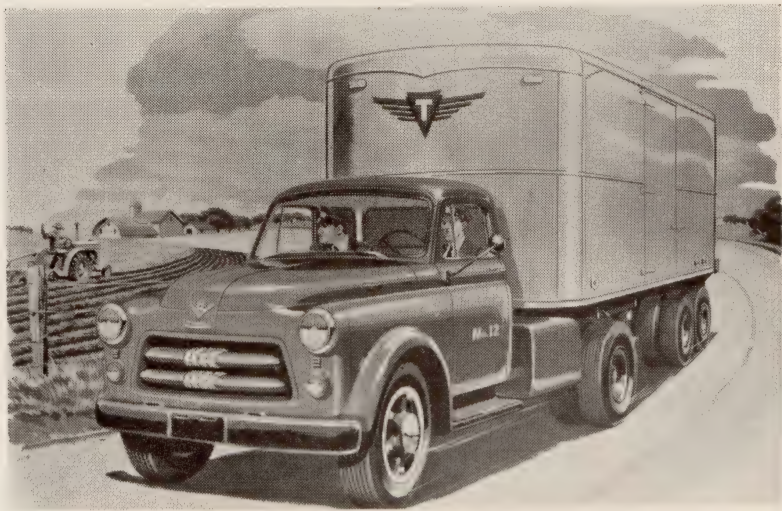


FISK *Nylon* SAFTI-FLIGHT



See your Fisk Dealer for a free demonstration today.

**FISK DIVISION OF
UNITED STATES RUBBER COMPANY**



'54 Tractors Shortened, Widened—

Conventional tractors of the 1954 Dodge C-1 series have been shortened to 102 inches, according to the company, so that standard 35-foot semitrailer units can be used and still stay under the 45-foot overall length limit enforced in some states. Wider cabs and a one-piece windshield are among new features. The above unit is powered with the new 172-horsepower V-8 engine.

Wondering how new-car and truck production and sales are making out? AUTOMOTIVE NEWS gives you the entire story, plus many other pertinent facts concerning the automotive industry, every week throughout the year.

New Line of Half-Tons Introduced . . .

V-8s Spark '54 Dodge Trucks

THREE new V-8 engines and a line of half-ton delivery vehicles called the Town Panel spark the line of Dodge C-1 series of trucks for 1954.

William S. Woolsey, truck sales manager of Dodge, said that 75 new features have been incorporated in the '54 line. Among these are power steering, improved steering linkage, wider front treads, new frames, lower loading heights, new styling, more compact tractors to lessen overall unit length with 35-foot trailers, and increased driving comfort and visibility.

All in all, seven engines are now available in the C-1 series, according to Woolsey.

The new models will meet approximately 98 percent of all hauling needs, and will accommodate gross vehicle weights ranging from 4,250 to 40,000 pounds, with gross

combination weights up to 60,000 pounds, it is said.

V-8 POWER plants are offered in three horsepower ratings in the new C-1 series. They include 133 horsepower in 1½, 2 and 2½-ton models; 153 horsepower in 2¾-ton models, and 172 horsepower in 3 and 3½-ton models.

The new engines were designed to operate at sustained high speeds at lower cost on regular gasoline and to maintain their original power and efficiency for a much longer period without major service work, Woolsey said.

The engines have a large bore and a very short stroke. Thus piston travel is lessened and friction is reduced. Cylinder walls and bearings wear less and maintenance costs are reduced, according to the company.

Ignition key starting is a feature of the new V-8 engines, and double-breaker distributors insure high-voltage ignition at the spark plugs

for a better combustion at high speeds, it is said.

The power plants were subjected to heat and cold extremes, dust storms and high speeds day and night, and were driven up and down mountain grades with heavy loads to prove their dependability, L. J. Purdy, general manager, pointed out.

Endurance runs on hot deserts in California and Arizona followed below-zero tests last winter in northern Minnesota to test starting and operating efficiency under the two temperature extremes, he said.

Hill-climbing tests on the new 3,800-acre Chelsea (Mich.) proving grounds were followed by tests on steep and rough mountain grades in Pennsylvania.

THE one-half ton panels of '54 Dodge trucks have been given the name of Town Panel because of modern styling and appearance, according to Purdy.

Labor-saving ideas were incorporated in the new Town Panel to provide greater driver comfort, better visibility, easier entry and exit, and lower loading height.

Overall height has been reduced approximately three inches, but the unusual interior height of 53 inches permits easy working of loads. There is 155 cubic feet of cargo space behind the driver compartment. Payload capacity is 1,475 pounds, the company said.

This large cargo capacity has been achieved by widening the floor to 65 inches and lengthening it to nearly 95 inches behind the driver's seat. A second seat is available for all models.

The Town Panel is offered in both the standard panel and the deluxe panel. The latter's external appearance is marked by additional bright metal moldings. All Town Panel models are powered by the 100-horsepower six-cylinder engine.

Visibility for drivers is excellent with 2,131 square inches of glass area in the new one-piece windshield and the side and rear windows.

Higher and wider rear doors provide a larger opening into the body and this permits extra ease of loading. Rear door opening width of the

(Continued on Page 28, Col. 2)



RIGHT UNDER HIS NOSE

...but does he see it?

Socony-Vacuum will help train your lubrication men to find extra business for your other service departments!

Scores of training centers coast-to-coast—plus a staff of experienced instructors and salesmen to train your men *on the job*—make Socony-Vacuum's lubrication training program the finest of its kind. Here's what it does:

Trains your men in proper lubrication techniques, with emphasis on the make of car you sell . . . teaches them to point out the need for parts and services to your customers. Result: your service departments get extra business, your customers are satisfied, you and your lubrication men gain an outstanding reputation for quality work.

ONLY SOCONY-VACUUM OFFERS ALL THREE:

- America's Favorites—Mobilgas and Mobiloil.
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- Exclusive "On-The-Job" Training.



SOCONY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.



Driver Comfort—

Several features of the 1954 Dodge trucks are aimed at providing greater driving comfort. According to the company, shoulder room has been increased four inches, seats are adjustable over a four-inch range, the one-piece windshield has 951 square inches of glass area, ventilation has been improved, and instrument dials are grouped directly before the driver.

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*more
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they're
coming
over to
his side
of the
"dotted line"*



it pays to travel with

MERCURY

NEW PRODUCTS



POWER TOOL—Model 2U electric impact tool is offered for nut running, tapping, screw driving, reaming and drilling. Rated for nut running up to 1/4-inch bolt size, it can be used for automatic transmission jobs and body shop work as well as for overhaul of clutches and standard transmissions. Ingersoll-Rand Co., 11 Broadway, New York 4, N. Y.

with manual variable control for the required number of marker lights. Where the entire system is 12-volt, the plug is inserted directly, with no adjustment of pointer knob required.

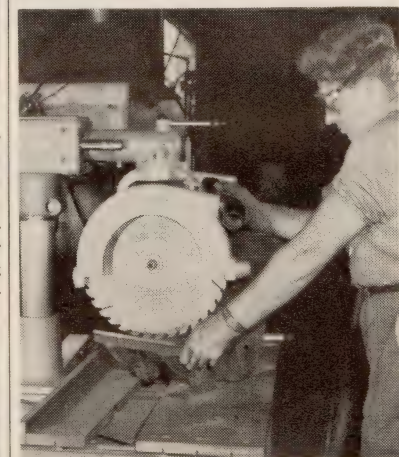


TUNEUP CHART—All 1953 information on ignition tuneup specifications, fuel pump pressure and ignition parts is contained in a new chart available from Kem distributors. Graphic descriptions of spark timing marks and locations are given. Kem Mfg. Co., Inc., Fair Lawn, N. J.

V-Bar Truck Chains Staggered on Wheels

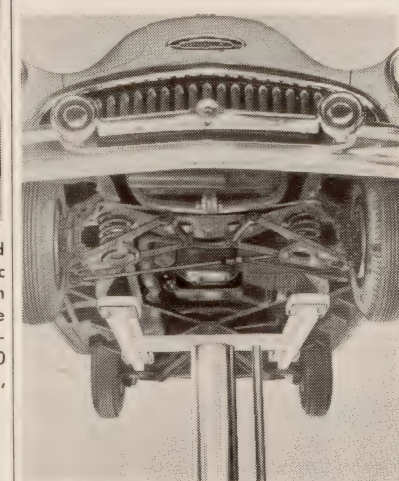
The American chain division of American Chain & Cable Co., Inc., is marketing its new Weed American Dual V-Bar Reinforced Triple Truck Chain.

The cross chains are staggered, and the V-bars slant left on one pair of chains and right on the other. Information is available from American Chain Division, American Chain & Cable Co., Inc., Bridgeport 2, Conn.



LAPPING MACHINE—Designed for accurate lapping of metals, glass, quartz or plastic, the Spitefire 24 is recommended by its maker for finishing pieces which require exceptionally flat and smooth surfaces. The work is done on the revolving lapping plate by exercising just enough pressure to maintain the work in position, says Spitefire Tools Co., 2931-35 N. Pulaski Rd., Chicago 41, Ill.

RADIAL SAW—Model 450 is used to score brake lining and other friction material. The device reduces, to minutes, operations that formerly required hours, the maker says. It is equipped with carbide-tipped blade and makes a groove a minute in brake lining, according to Skil Corp., 5043 Elston Ave., Chicago 30, Ill.



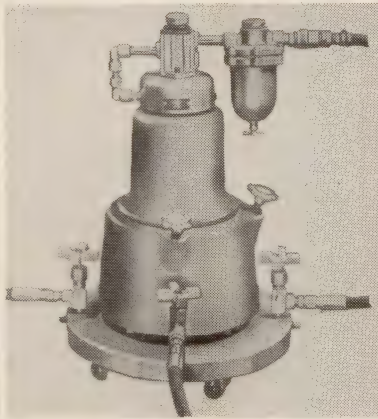
ANGLE HEAD ATTACHMENT—Offered for use with the maker's air and electric impact tools. Available for 1/2 and 3/8-inch square drivers. The attachment enables the mechanic to get at nuts and bolts in hard-to-reach positions. It can be rotated 360 degrees. Ingersoll-Rand Co., 11 Broadway, New York 4, N. Y.

Cole-Hersee Markets Voltage Control Unit

A voltage control unit, described as one that does not diminish the brilliance of stop lamps when a 12-volt tractor is hooked to a 12-volt trailer, is offered by Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

The unit reduces a 12-volt tractor system to six-volt trailer operation

FRAME LIFT—This single-post frame-type lift is designed for lubrication, brake and tire jobs. Its capacity is 8,000 pounds. Four lifting pads accommodate about 95 percent of all car models since 1940. Only one set of adaptors is required, principally for use with "frameless" cars. Curtis Pneumatic Machinery division, Curtis Mfg. Co., 1905 Kienlen Ave., St. Louis 20, Mo.



HYDRAULIC PUMP—Delivers pressure by pushbutton control and is rated at 80 pounds air pressure. It uses up to four rams on the same hookup, with each ram individually controlled, and operates rams and cylinders up to 100 tons. Bee Line Co., Davenport, Ia.

New Heatube Catalog

A new electrical heating catalog is now being offered by Heatube Corp., 612 Grand Street, Allegan,

Mich. The firm markets water immersion heaters, oil and paraffin immersion heaters, aluminum finned heaters and cartridge-type heaters.



HYDRAULIC JACK—This two-ton model is a new addition to the Milwaukee hydraulic jack line and has the same feature as the four-ton model. Listed as the most outstanding of these is full-rated lifting power in any position. It is equipped with castor wheels with both radial and thrust ball bearings. Milwaukee Hydraulic Products Corp., Milwaukee 14, Wis.

Used-Car Auction Prices

(Continued from Page 22)

Aerosedan, \$450. '41 Deluxe 2-dr., \$150. '39 Deluxe 2-dr., \$120.
FORD—'52 Main (6) ranch wagon, \$1,300. '51 Custom (6) 2-dr., \$980. '50 Deluxe (6), \$465, \$440. '49 Custom (6) conv., \$390. '40 (8) 2-dr., \$125.
MERCURY—'51 (8) 4-dr., \$960. '41 (8) 4-dr., \$145.
OLDSMOBILE—'50 (88) 2-dr., \$665. '49 (88) 2-dr., \$555.
PONTIAC—'50 Chieftain (8) 4-dr., \$715.
STUDEBAKER—'48 Champion (6) 2-dr., \$250.

DYER, IND.

(Dyer Auto Auction. Sale every Friday. Prices are for sale of Oct. 9.)
(Sold 128 cars out of 225 offerings.)

BUICK—'52 Special sedan, \$1,360; Super Riviera, \$1,775. '50 RM sedan, \$910; Special sedan, \$840. '49 RM sedan, \$185. '49 RM sedan, \$560. '47 RM sedan, \$185.
CADILLAC—'53 (62) sedan, \$3,905 (ps). '52 (62) coupe, \$3,075 (ps). '51 (62) sedan, \$1,925. '50 (62) sedan, \$1,800. '49 (62) sedan, \$1,200. '51 (62) sedan, \$1,055. '49 (62) sedan, \$895.
CHEVROLET—'53 1/2-ton special, \$1,075. \$1,000; Bel Air sedan, \$1,815 (ps). \$1,545, \$1,510. '52 SL Deluxe sedan, \$1,275. \$1,125. '51, \$1,055. \$1,050.
CHRYSLER—'53 Windsor sedan, \$1,800. '50 Windsor sedan, \$630.
DODGE—'52 Wayfarer sedan, \$800. '50 Wayfarer sedan, \$650. '5565. '49 Wayfarer sedan, \$440. '47 Deluxe sedan, \$300. \$250.
FORD—'53 Victoria, \$2,175, \$1,995. '52 Custom (8) sedan, \$1,120. \$1,125. '51 Main (6) sedan, \$980. '51 Custom (8) sedan, \$1,075, \$860, \$705. '50 Custom (8) sedan, \$775, \$760; Custom (6) sedan, \$620, \$430.
MERCURY—'53 Sport coupe, \$2,090. '52 Custom sedan, \$1,415.
NASH—'52 Rambler station wagon, \$960. '51 Rambler country club, \$840; (660) sedan, \$700.
OLDSMOBILE—'53 (88) conv., \$2,425 (ps). '51 Super (88) sedan, \$1,230; (98) sedan, \$1,350.
PACKARD—'51 (200) sedan, \$1,000. \$900.
PLYMOUTH—'53 Cranbrook sedan, \$1,380. '52 Concord suburban, \$1,235; Cranbrook sedan, \$1,030, \$990, \$930. '51 Cambridge sedan, \$695.
PONTIAC—'52 Chieftain Deluxe (8) sedan, \$1,400. \$1,155.

HORSEHEADS, N. Y.

(Horseheads Auto Auction. Sale every Friday. Prices are for sale of Oct. 16.)
(Sold 69 percent of cars offered.)

BUICK—'51 Special Deluxe sedan, \$1,130. '50 Special sedan, \$850. '49 Super sedan, \$875. '46 Super sedan, \$245.
CADILLAC—'50 (62) sedan, \$1,750. '51 (150) sedan, \$1,375. '52 SL Deluxe sedan, \$1,135. \$1,105. '51 SL Deluxe sedan, \$950. '50 SL Deluxe sedan, \$640; SL Special, \$660. '49 SL Deluxe sedan, \$645; SL Special sedan, \$610; club coupe, \$540. '48 FL sedan, \$410, \$380. '46 SM sedan, \$295.
DODGE—'53 Coronet (6) sedan, \$1,600. '51 Meadowbrook sedan, \$855. '48 Custom sedan, \$450.
FORD—'53 Main (8) sedan, \$1,250. '51 Custom (8) sedan, \$1,075. Deluxe (8) \$790. '50 Custom (8) sedan, \$530; Deluxe (6), \$510. '49 Custom (8) sedan, \$640; Custom (6) sedan, \$490; Deluxe (6) sedan, \$410. '47 (8) sedan, \$260.
LINCOLN—'52 Cosmopolitan sedan, \$1,650.
PLYMOUTH—'52 Cranbrook club coupe, \$960. '48 Specila Deluxe sedan, \$390. '46 Special Deluxe sedan, \$255.
PONTIAC—'53 (8) sedan, \$1,835. '51 (8) sedan, \$1,200. '50 (8) sedan, \$660.
WILLYS—'49 4-cyl. station wagon, \$460.

MINNEAPOLIS

(Minneapolis Auto Auction. Sale every Tuesday. Prices are for sale of Oct. 12.)
(Activity stronger. Prices slightly off on all models. Sold 61 cars out of 116 offerings.)
BUICK—'50 Super conv., \$965; Special 4-dr., \$655. '49 RM sedan, \$570.

CADILLAC—'49 (61) 4-dr., \$1,435. '48 (62) 4-dr., \$900.
CHEVROLET—'52 SL Deluxe 2-dr., \$1,030. '51 SL Special 2-dr., \$825. 1/2-ton pickup, \$575. '50 FL Deluxe 4-dr., \$775. '750. '48 aerosedan 2-dr., \$435, \$410. '47 SM sport coupe, \$395.
DODGE—'49 Meadowbrook 4-dr., \$650. '48 Deluxe 2-dr., \$350. '46 Custom 4-dr., \$305.
FORD—'53 Custom (6) 4-dr., \$1,525. '51 Custom (8) conv., \$1,105; 4-dr., \$850. \$775, \$750; Deluxe (8) 2-dr., \$715. 2 at \$700. '50 Custom (8) 4-dr., \$730. 2 at \$700, \$560; Custom (6) 4-dr., \$640. '49 Custom (6) station wagon, \$630; Custom (6) 2-dr., \$530, \$525, \$510, \$490, \$450. '47 Deluxe coupe, \$300.
HUDSON—'49 Super (6) 4-dr., \$165. '46 Super (6) 4-dr., \$105.
KAISER—'51 Henry J 2-dr., \$295.
MERCURY—'51 Custom (8) 4-dr., \$1,005. '50 Custom (8) 4-dr., \$815. 2-dr., \$745. '700. '49 Custom (8) 4-dr., \$600, \$505.
OLDSMOBILE—'53 (88) 4-dr., \$2,390 (ps). '50 (88) 2-dr., \$980. '49 (76) 4-dr., \$675.
PACKARD—'50 (8) 4-dr., \$520.
PLYMOUTH—'50 Deluxe club coupe, \$700. '420. '46 Special 2-dr., \$295.
STUDEBAKER—'51 Commander 4-dr., \$665. '47 Commander 4-dr., \$390; Champion coupe, \$205.

DANVILLE, VA.

(Danville Auto Auction. Sale every Wednesday. Prices are for sale of Oct. 14.)
(Average activity with prices off this week. Sold 41 cars out of 80 offerings.)

BUICK—'48 Special 2-dr., \$605. '46 Super 2-dr., \$360.
CHEVROLET—'51 Bel Air 2-dr., \$1,005. '47 FM 2-dr., \$370. '41 Special Deluxe 4-dr., \$285.
CHRYSLER—'51 Windsor 4-dr., \$940. '30 4-dr., \$160.
DODGE—'53 1/2-ton pickup, \$910. '49 Wayfarer 2-dr., \$345. '47 2-dr., \$390.
FORD—'53 Custom (8) 4-dr., \$1,600. \$1,570; Victoria 2-dr., \$1,670. '51 (8) station wagon, \$800; Victoria 2-dr., \$990. '50 Custom (8) 2-dr., \$715. '49 Custom (8) 2-dr., \$390. 4-dr., \$600, \$540. '47 Custom (8) 2-dr., \$395. '46 Custom (8) 2-dr., \$375. '39 (8) 2-dr., \$105. '38 Custom (8) 4-dr., \$165.
MERCURY—'52 2-dr., \$1,555. '51 2-dr., \$800. '46 2-dr., \$405.
OLDSMOBILE—'49 (88) 2-dr., \$460; (88) 4-dr., \$690. '46 4-dr., \$305.
PLYMOUTH—'52 Cranbrook 2-dr., \$900. '51 Special Deluxe 2-dr., \$880. '48 Special Deluxe 4-dr., \$415. '47 4-dr., \$195.
WILLYS—'46 Jeepster, \$250.

DENVER

(Denver Auto Auction. Sale every Tuesday. Prices are for sale of Oct. 13.)
(Prices slightly lower on new cars—used cars up slightly. Sold 122 cars out of 217 offerings.)

BUICK—'53 Super conv., \$2,480. '52 Super 4-dr., \$1,475. '51 Special 4-dr., \$1,000. '50 RM Riviera 2-dr., \$940. Super 4-dr., \$930. \$830; RM 4-dr., \$810. '49 RM sedan, \$545; Super 4-dr., \$480.
CADILLAC—'53 coupe deVille, \$4,350. '52 (62) 2-dr., \$3,445. '50 (62) 4-dr., \$2,035.
CHEVROLET—'53 Townsman (210) \$1,935; Bel Air 4-dr., \$1,780; 2-dr., \$1,775; (210) 2-dr., \$1,605. \$1,435; 4-dr., \$1,510, \$1,440. 1/2-ton pickup, \$1,350. 3 at \$1,300; (150) 2-dr., \$1,375. 1/2-ton 3-speed pickup, \$1,190, \$1,175. '52 Delivery sedan, \$745.
CHRYSLER—'53 NY 4-dr., \$2,550. \$2,480; Windsor 4-dr., \$2,020. '52 Windsor club coupe, \$1,410. '51 Windsor Deluxe club coupe, \$1,165. '50 Windsor 4-dr., \$920.
DESOTO—'53 Fire Dome club coupe, \$2,415; 4-dr., \$2,400. \$2,300. '51 Deluxe 4-dr., \$835.
DODGE—'51 Wayfarer, \$550. '50 Coronet coupe, \$465.
FORD—'53 Victoria, \$2,245; (8) Ranch Wagon, \$2,225. \$1,965. \$1,905; (8) Country sedan, \$2,125; Custom (8) 4-dr., \$1,700. \$1,690. '52 Custom (8) 2-dr., \$1,175. '51 station wagon, \$1,160; Victoria, \$1,120. \$900.

LINCOLN—'53 Cosmopolitan sport coupe, \$3,050; Capri coupe, \$3,035.
MERCURY—'53 Monterey 4-dr., \$2,400; Custom sport coupe, \$2,370. \$2,300; 2-dr., \$2,250. \$2,055. '51 4-dr., \$1,200; club coupe, \$1,185.
OLDSMOBILE—'53 Super (88) Holiday, \$2,975. \$2,530; 4-dr., \$2,610. \$2,450; (88) 4-dr., \$2,450. \$2,425. '50 (88) 4-dr., \$920.
PLYMOUTH—'53 Cranbrook 4-dr., \$1,770. \$1,750. '52 Cranbrook 4-dr., \$1,035. '51 Cranbrook 4-dr., \$795. '50 Special Deluxe club coupe, \$670.
PONTIAC—'53 Custom (8) Catalina, \$2,525. \$2,490, \$2,410. '50 Catalina, \$1,100.
STUDEBAKER—'50 Commander (8) 4-dr., \$1,725.

FT. WAYNE, IND.

(Carl Marker's Auto Auction. Sale every Tuesday. Prices are for sale of Oct. 13.)
(Market good. Slight decrease in prices but not enough to hurt. Sold 119 cars out of 161 offerings.)

BUICK—'51 Super 4-dr., \$1,215; Riviera, \$1,275. '50 Special 4-dr., \$965; Super 2-dr., \$645, \$620; 4-dr., \$850. '49 RM conv., \$410. '47 Super sedan, \$300. '46 Super 4-dr., \$275.
CADILLAC—'49 (62) 4-dr., \$895. '46 (62) 4-dr., \$395.
CHEVROLET—'53 Bel Air 4-dr., \$1,700. '52 SL Deluxe 2-dr., \$1,070; Bel Air 2-dr., \$1,245. '51 SL Deluxe 2-dr., 2 at \$900, \$820; 4-dr., \$775; club coupe, \$770. '50 FL Deluxe 4-dr., \$690.
CHRYSLER—'49 NY 4-dr., \$590. '48 Royal club coupe, \$315. '47 Windsor 4-dr., \$305.
DESOTO—'50 Deluxe 4-dr., \$640.
DODGE—'53 Meadowbrook station wagon, \$1,555. '52 Wayfarer 2-dr., \$690. '51 Coronet club coupe, \$835. '48 club coupe, \$295.
FORD—'53 Custom (8) 4-dr., \$1,470. '52 Custom (6) 4-dr., \$1,095; Custom (8) 2-dr., \$1,060; Main (6) Ranch Wagon, \$1,440. '51 Custom (8) 2-dr., \$930, \$925, \$900; Deluxe (8) 4-dr., \$750, \$690. '50 Custom (6) 4-dr., \$665, \$500; 2-dr., \$605, \$590; station wagon, \$550. '49 Custom (6) 2-dr., \$480, \$475; club coupe, \$430, \$400; 4-dr., \$565. '48 Deluxe (6) 2-dr., \$305. '47 Deluxe (6) 4-dr., \$250; 2-dr., \$310. '46 station wagon, \$220.
KAISER—'51 Deluxe 2-dr., \$710; 4-dr., \$650.
MERCURY—'51 2-dr., \$1,000; 4-dr., \$995.
NASH—'51 Statesman Super 4-dr., 2 at \$600.
PLYMOUTH—'53 Belvedere 2-dr., \$1,605. '52 Cranbrook 4-dr., \$1,000. '51 Cranbrook conv., \$800. '50 Deluxe 2-dr., \$505. '49 Special Deluxe 4-dr., \$520.
PONTIAC—'52 Chieftain (8) 4-dr., \$1,530. \$1,345. '51 (8) club coupe, \$1,000; Super (8) Catalina, \$1,285; 2-dr., \$995, \$920. '50 (6) 4-dr., \$715. '49 (8) 4-dr., \$615; 2-dr., \$680. '48 (6) 4-dr., \$360.
STUDEBAKER—'51 Land Cruiser, \$895. '47 Commander 4-dr., \$300.

LOS ANGELES

(Los Angeles Auto Auction. Sale every Thursday and Tuesday. Prices are for sale of Oct. 8 and 13.)

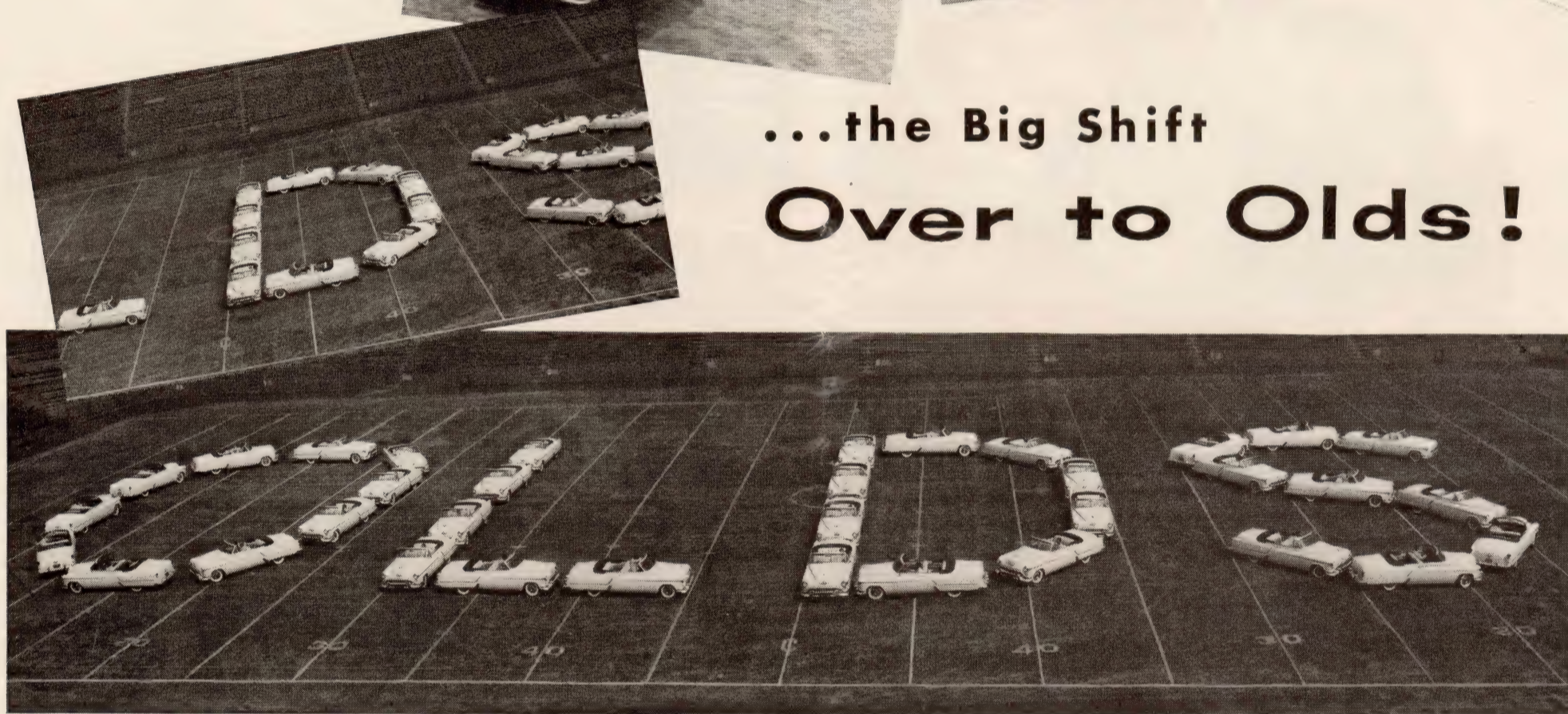
(Demand much better this week with prices steady on most clean models. With the exception of higher-priced models, prices continue to drop every week. Sold 362 cars out of 610 offerings.)

BUICK—'51 Super conv., \$1,290; Special 2-dr., \$1,170; RM Riviera 4-dr., \$1,060. '50 RM Riviera 4-dr., \$875; Special sedan, \$845; 4-dr., \$760.
CADILLAC—'53 (60) sedan, \$4,900 (ps); (62) conv., \$4,745 (ps); club coupe, \$4,390 (ps). \$4,265, \$4,200 (ps); 4-dr., \$4,300 (ps), \$4,000 (ps); coupe deVille, \$4,620 (ps). '52 (62) coupe, \$3,400; 4-dr., \$2,920; (60) 4-dr., \$3,325 (ps).
CHEVROLET—'53 Bel Air 2-dr., \$1,975. \$1,780, \$1,750; (210) 4-dr., \$1,525; (150) club coupe, \$1,480. '52 SL Deluxe 4-dr., \$1,230. \$1,125, \$890. '51 Bel Air, \$1,360. \$890; station wagon, \$1,250; FL Deluxe 2-dr., \$935; SL Deluxe 2-dr., \$975; club coupe, \$840.
CHRYSLER—'51 Windsor Newport, \$1,280. '50 Windsor 4-dr., \$925. '49 NY club coupe, \$825. '48 Windsor conv., \$340.
DESOTO—'47 Suburban, \$310. '46 Custom 4-dr., \$295.
DODGE—'53 Coronet (8) conv., \$1,995. '52 Coronet (6) 4-dr., \$1,040; Meadowbrook 4-dr., \$975.
FORD—'53 Crest (8) Country Square, \$2,675 (ps), \$2,585, \$2,575. \$2,445, \$2,365; Custom (8) Country Sedan, \$2,545 (ps), \$2,500 (ps), \$2,310; 2-dr., \$1,615; 4-dr., \$1,560; Main (8) Ranch Wagon, \$1,950; Victoria, \$2,425 (ps), \$2,350. \$2,330. \$2,325. \$2,300. \$2,235. 2 at \$2,225. \$2,200. \$2,195. \$2,185. \$2,145. 2 at \$2,125. 2 at \$2,100. \$2,085. \$2,070; conv., \$1,950, \$1,875; (8) F-100 pickup, \$1,545. \$1,495. \$1,465; (6) F-100 pickup, \$1,265. '52 Victoria, \$2,185. \$1,660; conv., \$1,600. \$1,510; Custom (8) 2-dr., \$1,395; Custom (6) 2-dr., \$1,295. '51 Victoria, \$1,305; Custom (8) 2-dr., \$1,030. \$980. \$975. \$865; Deluxe (8) 2-dr., \$865, \$810.
HUDSON—'52 Hornet 4-dr., \$1,385. '50 Pacemaker 4-dr., \$495. \$475.
LINCOLN—'53 Capri coupe, \$3,325. '52 Capri coupe, \$2,585. '49 Cosmopolitan club coupe, \$550.
MERCURY—'53 Monterey conv., \$2,535; coupe, \$2,530. \$2,450; 4-dr., \$2,325. \$2,180; sport coupe, \$2,285. '51 Monterey 2-dr., \$1,275; club coupe, \$1,270. \$1,250. \$1,180. \$1,140; 4-dr., \$1,170. 2 at \$1,145.
NASH—'52 Rambler station wagon, \$975; Rambler custom conv., \$920. '51 Rambler, \$885. Statesman Super 4-dr., \$775. '50 Statesman Super 2-dr., \$390. '49 (600) 4-dr., \$395.
OLDSMOBILE—'53 (98) conv., \$3,150 (ps); 4-dr., \$3,150 (ps), \$2,745 (ps), \$2,570 (ps), \$2,525 (ps); (88) Holiday, \$2,720; conv., \$2,660. \$2,550. \$2,525. '52 (98) Holiday, \$2,255; (88) Holiday, \$2,120. \$2,010; (98) 4-dr., \$1,955.
PACKARD—'53 Caribbean conv., \$3,650 (ps). '51 (200) 4-dr., \$1,015.
PLYMOUTH—'53 Cranbrook club coupe, \$1,775; Cambridge 4-dr., \$1,635. '52 Suburban, \$1,350. \$1,340. \$1,325; Belvedere, \$1,270. '51 Cranbrook club coupe, \$915; Concord business coupe, \$665. '50 Deluxe club coupe, \$780. '47 Special Deluxe 4-dr., \$395. \$275.
PONTIAC—'53 Custom (8) Catalina, \$2,650 (ps), \$2,550. \$2,535. 2 at \$2,500. \$2,435; Deluxe (8) Catalina, \$2,380; (8) conv., \$2,300; 4-dr., \$2,230. '52 (8) Catalina, \$1,745. '51 Super (8) Catalina, \$1,345. \$1,295; station wagon, \$1,300; 4-dr., \$1,190; sedan coupe, \$1,175.
STUDEBAKER—'53 Commander Starliner, \$2,250. \$2,175; coupe, \$2,095. \$2,050; Champion coupe, \$1,800.

An
important
trend
is
taking
shape...



...the Big Shift
Over to Olds!

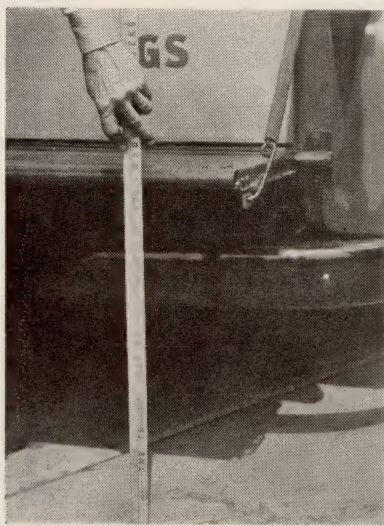


**DEALERS ENTHUSIASTIC
ABOUT NEW "ROCKET"
SALES RECORD
--- HIGH "ROCKET"
RESALE VALUE!**

The big move is gaining momentum . . . Over to Oldsmobile! For more people every day are discovering a basic fact about the 1953 "Rocket" Engine Oldsmobile: *It's a lot of car for the surprisingly low price!* Flashing "Rocket" Engine performance—distinctive, graceful Power Styling—road-hugging Power-Ride Chassis—spacious, gracious Custom-Lounge interior . . . and all for a price amazingly close to that of "budget" cars! What's more, the "Rocket" Engine Oldsmobile holds its price on the used-car market. All this adds up to Oldsmobile *value*. And as more and more motorists learn about Oldsmobile value, dealers everywhere agree . . . it's smarter than ever to BE with Olds!

OLDSMOBILE

OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION • LANSING, MICHIGAN



For Easier Loading—

By means of a new spring design, some of the new Dodge trucks offer a 24-inch loading level, according to the company. Larger stake and platform models are lower than last year.

The back pages of every issue of AUTOMOTIVE NEWS contain the WANT AD Section. Others are profiting from AUTOMOTIVE NEWS WANT ADS! Are you?

Prices to Hold Line . . .

V-8 Engines Featured On '54 Dodge Trucks

(Continued from Page 24)

new Town Panel is more than 50 inches.

A convenient rear step, formed in the rear bumper, permits two short steps by the driver while entering or leaving. Dual tail lights are adaptable for turn signals.

NUMEROUS improvements also have been made in the six-cylinder engine, according to Dodge. They supply power for models ranging from the 100-horsepower B and C models to the 171-horsepower Y and YX models which develop 343 pound-feet of torque at 1,500 revolutions-per-minute. A low-cost hydraulic power steering unit is available for the latter models in the new series.

Increased power, economy and efficiency are offered by the twin carburetion and exhaust systems

on the six-cylinder K, KA, Y, YA and YX models. Weatherproof ignition is standard on all Dodge sixes.

The lower appearance of the new C-1 series is the result of functional design, redesigned springs, and chassis improvements which have reduced actual truck height as much as three inches on some models, the company said. Reduced loading heights save labor costs, and a new low center of gravity affords better road stability. Superior weight distribution is also claimed.

The C-1 series "will be priced no higher than current models," according to L. J. Purdy, truck general manager.

MORE—compact tractors permit the use of longer trailers while



Town Panel, Newest Dodge Offering—

A lowered and lengthened delivery truck, with a wider front tread and new frame design, is offered in the 1954 line of Dodge trucks. The Town Panel in the new C-1 series offers a payload capacity of 1,475 pounds and 155 cubic feet of cargo space, according to the company. Overall height has been lowered three inches, the floor has been lengthened and widened, and glass areas have been increased.

still meeting legal limits on combined tractor-trailer lengths, according to Dodge. New conventional tractors are only 102 inches

long from front bumper to back of cab, thus permitting use of standard 35-foot trailers to meet 45-foot overall legal length limits in every state. Cab-over-engine tractors have been compacted to 81 inches.

Wider front treads and new frames curve in at the front wheels to create a recess for the steering gear and increase the clearance between the front wheels and frame. Dodge offers a 39-degree turning angle right or left on most of the new models.

The new Dodge trucks have a new steering gear-before-axle linkage which insulates the steering column and steering wheel from road shocks with the aid of rear shackling of the front springs.

New frame features on the new C-1 series tractors include an inverted rear crossmember with additional clearance for trailer kingpin, and the ramp ends facilitate coupling of trailers.

THE short, low sloping hood of both conventional and cab-over-engine models enables drivers to see the roadway up close to the front of the truck.

Power steering is offered for the first time by Dodge on the new C-1 series four-ton model. The big truck retains the six-cylinder, 171-horsepower engine.

Among important designs and improvements in the new trucks which increase driver comfort are new one-piece curved windshields, four inches more shoulder room in the cabs, new instrument dials placed directly in front of the driver, improved cab sealing and lower and wider running boards.

Lower loading heights make the new stake trucks easier to load and unload, thus saving hauling costs. Stake and platform bodies are offered in 7½, 9, 12 and 14-foot lengths.

New cab-over-engine models have a new hood divided into two halves with fixed center panel to permit easy servicing.

Maryland Dealers To Meet Nov. 18

BALTIMORE.—Members of the Maryland Automobile Trade Assn. will gather here Nov. 18 for the annual meeting and election of officers, it was announced last week by J. Cavendish Darrell, general manager.

The meeting will open at 1 p. m. with a business session at the Lord Baltimore Hotel. A cocktail party and banquet will be held in the evening.

PROVED!

"I proved Monro-Matic Shock Absorbers outperform the field"

—says Bill Vukovich

BIGGEST MONEY WINNER

... brings in the fastest cars!
... brings in the biggest profits!



MONROE'S 30-DAY FREE RIDE PLAN

The industry's most sensational, sales-producing plan. Dealers across the nation report shock sales and profits upped as much as 500%. It will pay you to try Monroe's 30-Day Free Ride Plan.

PROVED ON WORLD-FAMOUS TRACK

MONRO-MATIC SHOCK ABSORBERS GIVE SMOOTHEST, SAFEST RIDE!

On the Indianapolis Speedway, Monro-Matics have proved their ability time after time to produce a winner. The four fastest cars in the 1953 "500" were Monro-Matic equipped.

Monro-Matics will win for you, too! They'll win friends for you because they make any car ride better than new. And they'll bring in the biggest, easiest profits of any item in your shop. Installed in as little as half-an-hour, Monro-Matics pay you up to \$15.00 profit per set. See your jobber or write.

FREE! You are invited to a FREE showing of "Behind the Scenes at Indianapolis." Ask your jobber for date of showing.

MONROE AUTO EQUIPMENT CO.
MONROE, MICHIGAN
World's Largest Maker of Ride Control Products



SELL YOUR BEST RURAL CUSTOMERS THROUGH

Country GENTLEMAN

Leader in Automotive Advertising
Where Automotive Ownership Is Greatest

Affecting Factories and Dealers . . .

Auto Advertising

Newspapers in cities of every population bracket have been sharing in the substantial national advertising lineage gains chalked up by the medium during 1953, according to tabulations by the bureau of advertising of the American Newspaper Publishers Assn.

Figures based on lineage reports to the bureau from publishers and from *Media Records* show gains of from 10 percent to roughly 17 percent over 1952 in the different circulation groups.

Newspapers with the highest percentage gains are those in cities of 25,000 to 50,000 population, the bureau said. Their national lineage increase for the 7-month period was 16.9 percent.

* * *

Durkee Now with Maxon

Maxon, Inc., Detroit, has announced the appointment of Burton Durkee as account executive on the Packard account.

Prior to joining the Maxon agency, Durkee was manager of the Detroit office of William H. Weintraub & Co., Inc., where he was in charge of the Kaiser account.

His Detroit experience also includes several years as advertising and sales promotion manager for Kaiser-Frazer Corp.

* * *



Burton Durkee

Consumer Data Expanded

Coverage of two new markets is announced by the Consolidated Consumer Analysis Newspapers.

With the addition of the Portland (Ore.) Journal and the Phoenix (Ariz.) Republic, the 1954 consolidated report will cover 19 markets.

Each paper in the group will publish a consumer analysis of its individual market and will submit its survey findings for publication in the ninth annual "Consolidated Consumer Analysis."

* * *

PR Parley Opens Nov. 16

Erwin D. Canham, editor of the *Christian Science Monitor*, and Donald K. David, dean of Harvard Graduate School of Business Administration, will address the sixth annual conference of the Public Relations Society of America in Detroit Nov. 16-18.

The conference will be held at the Sheraton-Cadillac Hotel, with the Detroit chapter of PRSA as host.

Canham will speak at a luncheon meeting Wednesday, Nov. 18, on the subject, "Business



New Truck Tire—

The U. S. Royal Super Fleetway, produced by U. S. Rubber Co., is an extra-tread tire using super-tenacity rayon which is claimed to be 20 percent stronger than ordinary rayon. The tire is said to have up to 79 percent more flex fatigue resistance. The cords are bonded together with plastic resins.

at Bat—in Washington and on Main St." David will speak at the keynote discussion session on Nov. 17.

Albert E. Cobo, mayor of Detroit, will address the annual luncheon meeting, also scheduled for Nov. 17.

James Cope, vice-president of Chrysler Corp., is general chairman of the 1953 conference, which has as its theme "Growing Opportunities for Public Relations." William A. Durbin, director of public relations of Burroughs Corp., is program chairman, and Howard Hallas, associate director of public relations of Nash-Kelvinator Corp., and president of the host Detroit chapter, is chairman of the arrangements committee.

* * *

Advertising Volume Up

Industrial, trade, class and product news publications all showed increases in advertising volume during August, according to *Industrial Marketing*.

An overall gain of 4.7 percent was shown during the month, an increase over the 1.1 percent gain shown in July. The latter, according to the report, is about the average amount of increase shown during 1953.

The cumulative gain for the first eight months totaled 3.9 percent over the same period of 1952.

Industrial papers showed a 4.6 percent increase during August and a yearly gain of 3.7 percent, the report said. Fifty trade publications showed a 2.9 percent increase for August and a 3.3 percent gain for the year over 1952, it said.

* * *

New Willys Ads Appear

First Willys Aero ads created since the merger of Willys-Overland and Kaiser-Frazer Corp. began appearing in national magazines last week. They will continue to run in Saturday Evening Post, Life and Look through December, according to Fred W. Adams, Kaiser-Willys advertising manager.

The four-ad series emphasizes informal copy and plays up the Willys Aero as the "glamorous sister to the famous Jeep."

* * *

Sunday News Sets Record

The Oct. 18 issue of the *New York Sunday News* Coloroto magazine carried an alltime high of 33,450 lines of advertising in the record-breaking 56-page section.

The color comics also appeared in a 20-page section, giving the paper a record total of 76 pages in its Coloroto magazine.

* * *

Dodge Ad Budget Holds

The advertising budget for the 1954 car announcement of Dodge and its 4,100 dealers is approximately the same as last year, according to A. E. Horne, Dodge advertising manager for cars.

The newspaper advertising budget for October and November is about the same as for the 1953 announcement, Horne said, with radio and television spots increased slightly. Expenditures for magazine advertising and outdoor billboard displays remain the same, Horne said.

* * *

New Home for Multi Color

Multi Color Co., one of Michigan's oldest and largest reproduction houses, will move this month into new and larger quarters at 116 Delaware, Detroit.

The company will continue to maintain branches at 629 Woodward, Detroit and 4254 Woodward, Royal Oak.

* * *

Prestone Ad Campaign

An advertising campaign in 510 newspapers throughout the country has been started by National Carbon Co. for Prestone anti-freeze. It will amount to the biggest and most concentrated newspaper drive in Prestone history and will establish a record, the company says, in the anti-freeze industry.

Timing of the campaign start, in each market, has been scheduled according to the probable first freezing date, as indicated by previous weather records.

SERVICE MGR

"This is where I get the news"



"Service Managers, like everyone else in the auto industry, must know about new developments, new products, new methods—as soon as they're announced. That's why all service managers who want to stay on top of their jobs read AUTOMOTIVE NEWS. It's the auto industry's only weekly newspaper . . . so where else can we get the news — fast?"

In addition to the complete, up-to-the-minute news coverage, every issue of AUTOMOTIVE NEWS carries news just for the Service Manager—to help him do a better job of managing the Service Department. That's why, in reading AUTOMOTIVE NEWS, he finds comprehensive coverage of important subjects like service absorption, service merchandising, new model servicing, labor turnover, and new products. And every month: a big SERVICE MANAGEMENT Section!

Tell the Service Managers what you've got . . . in the weekly newspaper they rely on for NEWS as well as special "service" features.

* * *

AUTOMOTIVE NEWS: the newspaper the entire industry turns to every week . . . your primary medium for reaching MANAGEMENT, ENGINEERING, and MERCHANDISING EXECUTIVES—and the DECISION MEN in the CAR DEALERSHIPS.

• ABC audited circulation: 41,000.

Readers per issue: over 120,000.

• Subscription price: \$8.00 per year—highest in the industry.

• Renewal rate: 87.01% (ABC audited)—highest in the industry.

THE WEEKLY NEWSPAPER OF AMERICA'S NO. 1 INDUSTRY

Automotive News

Member



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In Battle for Annual Wage . . .

Increased Union Strife Foreseen

(Continued from Page 2)

and use of production forces for maintenance work in slack season as factors in this undertaking.

PIERCE also assailed that part of the UAW proposal which calls for unemployment benefits coming close to workers' wages.

"You don't give the unemployed as much as the employed. All workers would want to be laid off under the UAW plan," he said, adding that larger benefits would take away the incentive for laidoff workers to look for another job.

A similar viewpoint is expressed in an independent survey on the annual wage question by Industrial

Relations Counselors, Inc., New York, which comes to the following conclusion:

"Once employers have taken all reasonable steps to stabilize employment, they are dealing with a hazard beyond their control, and collective bargaining should be approached on that basis. For the mere guarantee of wages can assure little and may, on the contrary, create dangerous illusions and serious consequences."

The AFL, meanwhile, is keeping on the sidelines, waiting to see how the CIO unions make out in the fight. Instead, George Meany, AFL president, concentrated his attack on the Taft-Hartley law, calling for "constructive" amendments.

"From the record so far," he declared, "we know we cannot count upon this Congress for constructive action."

OTHER developments in the auto industry last week included a short wildcat walkout at Hudson and a strike vote at Nash's Milwaukee plant.

The Hudson walkout followed the disciplining of a chief steward for countermanning instructions of his supervisor. More than 6,000 employees left work in protest of the company's "failure" to set the grievance machinery in motion but returned to work the next day.

At the Nash aircraft engine plant, members of Local 1209, UAW-CIO, authorized a strike

over working conditions and alleged contract violations.

Seniority and working conditions were at issue, according to union spokesmen.

The contract is up for reopening in December, and permission of the international union would be needed before a strike could be called.

Local 490 of the AFL Teamsters

Union in Vallejo, Calif., suffered a crushing defeat in its attempt to organize auto salesmen. In a recent election, 23 of all new and used-car salesmen voted against the union, and only 12 for it.

The Teamsters, by the way, say they intend to spend \$5 million in the next five years in their drive for new members, according to Dave Beck, president.

ADVERTISEMENT



"Great" Umbrella in Tropic Setting

LEESBURG MOTOR COMPANY, INC., Leesburg, Fla. Buick Dealer adds more color to a colorful location with a McFarland "Great" Umbrella. J. M. Mayer of Leesburg Motor Company says that this "Great" Umbrella (21' spread) has enhanced the appearance of their property considerably and attracts more attention and customers to their lot, which is located on the main street. Like dealers everywhere you can attract more sales and do more business with a McFarland "Great" Umbrella or "Whirlabout", the Great Umbrella that turns. Get your copy of full color illustrated booklet that tells how dealers from coast to coast are merchandising cars with the "Great" Umbrella. Call, wire or write today—McFarland "Great" Umbrella Company, Division of McFarland Awning Corporation, 742 S.W. 8th St., Miami, Fla.—phone 2-8153.

SALES TRAINING



Daniel L. Beck
Director

Your salesmen can learn to QUALIFY PROSPECTS more quickly, make better and more ENTHUSIASTIC PRESENTATIONS and DEMONSTRATIONS, handle OBJECTIONS skillfully, handle COMPETITION constructively, handle the SHOPPER, handle the APPRAISAL, CLOSE more SALES more PROFITABLY thru being enrolled in our 5 day Sales Training Course designed especially for Automobile and Truck salesmen. RESULTS are IMMEDIATE. Two classes now forming.

Nov. 9th thru 13th and Nov. 16th thru 20th

Write, wire or phone for further information and enrollment blanks.

Executives Selection & Training Institute

958 Maccabees Bldg. Detroit 2

TEmp 11-55-1

AMAZING
VALUE

CHEESE CLOTH

FOR POLISHING CARS

Here is an amazing buy in cheesecloth for polishing and waxing cars. 125 yds. of gauze cut to size of about 1 1/2 yds. ready to use. Send check for \$5.50 for this item, delivered postpaid.

We also pack this in 100 lb. bales. Approx. 2,500 yds. at \$65, delivered. Will ship bales open account to rated concerns.

American Sanitary Wiping Cloth Co.
7 MARKET STREET PATERSON, N. J.

We handle all grades of wiping cloths — Inquiries Invited

APPROX.

125 yds.

FOR

\$5.50

postpaid

Labor Row Blocks
Buffalo Dealer's
Supply of Cars

BUFFALO.—Joseph C. Villa, president of Villa-Pontiac, Inc., 2800 Bailey Ave., confirmed last week a dispute between the automobile salesmen's section of Local 375, AFL truck drivers, and his company had cut off his firm's supply of new cars.

He added, however, that his firm still has plenty of models in stock.

Al Brown, union business agent, said the flow of new cars had been stopped at the factory by AFL truck drivers who refused to handle cars destined for Villa while the dispute is on.

A decision is expected soon from the National Labor Relations Board in Washington on whether a representative election will be held at the company. Salesmen requested an election earlier and a hearing was held Oct. 2. Since the parties failed to agree on an election, the decision will come from NLRB.

Meanwhile, the union has accused the company of "stalling," and has picketed in demand for union recognition. The union maintains that the company is struck and that no salesmen, only supervisory personnel, are working. The company has denied that a strike is on.

Women's Taste

(Continued from Page 2)

Panel," says Packard, "we've gone directly to the source for our information on what the woman wants in the car."

The results of the women's demands and wishes, the company says, will be a major consideration in the design of its cars for the coming year.

The survey covered hundreds of women from all over the country who voluntarily participated in the questionnaires and interviews.

Listed among the members of the Women's Choice Panel were a large group of owners and wives of owners of late-model Packards, and a balancing group of nonowners who voluntarily expressed an interest in the project. The latter group included fashion stylists and designers for leading stores, and fabric, apparel and furniture makers; also style editors of magazines and newspapers.

Tunmore Expanding

Tunmore Oldsmobile, Buffalo, has been granted a permit to enlarge its building at 2670 Delaware Ave.

In Oregon . . .
THE CAR COMES FIRST

- ✓ More Cars Than Houses
- ✓ More Cars Than Families

And in the Oregon Market
THE OREGONIAN COMES FIRST

- ✓ First in Automotive Advertising (and in total advertising)
- ✓ First in Circulation (City, R.T.Z. and Uptate)

YOUR
FIRST
BUY FOR
SALES
RESULTS

the Oregonian

PORTLAND, OREGON

229,004 Daily — 289,542 Sunday

Represented Nationally by Moloney, Regan & Schmitt, Inc.

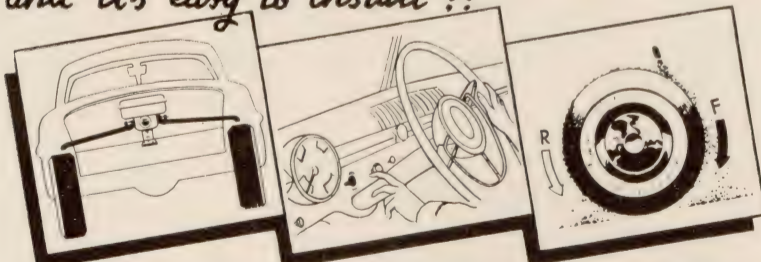


SKID GRIP

ELECTRO VIBRA SANDER

AUTOMATIC ROAD SANDER
the ONLY motorized road sander on the market!

and it's easy to install !!



● INSTALLED IN 1 HOUR

Only 5 holes to drill, no fussy cables to install. Removed in minutes for transfer to another car or for extra trunk space in summertime.

● DASHBOARD SWITCH CONTROLS

powerful 2-speed motor — gives you sure, continuous grit flow when you need it! Hi-Speed for starts on glare ice; Lo-Speed for continuous skid-free driving on icy road or hill.

● MOTORIZED FEED SPREADS

grit full tire width, assuring instant traction forward or reverse. No parts near road to be damaged or plugged; operates at top efficiency in any weather.

SEE YOUR
JOBBER TODAY
OR WRITE
US NOW —

clip this coupon, attach to your
letterhead, and mail to:

HECKER PRODUCTS CORP.
50 State Street Albany, N. Y.

We will RUSH you full information on

SKID GRIP PRODUCTS

SKID GRIP Patents Pending

Trade Mark of Hecker Products Corp.

Quantity
PRODUCTION
of
GREY IRON CASTINGS

ONE OF THE NATION'S
LARGEST AND MOST MODERN
PRODUCTION FOUNDRIES

ESTABLISHED 1866

THE WHELAND COMPANY
FOUNDRY DIVISION

MAIN OFFICE AND MANUFACTURING PLANTS
CHATTANOOGA 2, TENNESSEE

NADA's Bell Reports:

Makers Hit Trick Ads, Forcing of Cars

(Continued from Page 1)

the answer is in the affirmative."

Bell talked with top officers of General Motors, Ford, Chrysler, Nash and Packard. While he was in Detroit, the board of directors of the Automobile Manufacturers Assn. held a meeting, and the following letter from NADA was read at this meeting:

* * *

"THE Board of Directors of NADA, through the President, have requested that I present to the board of directors of AMA their views with regard to a situation that is fast becoming a dangerous and disruptive force within the automobile industry.

"I refer to the growing trend, in recent weeks, of high pressure, one-day sales of new cars at exorbitant discounts; sales that are accompanied, generally, by misleading advertising and the implication that the customer can write his own terms.

"Though he was convinced, personally, that such practices could create chaos within the industry, Mr. Armacost was reluctant to act, officially, until he had sounded the opinions of our members. He, therefore, asked the views of each of the 54 dealers comprising our board. The attached summary of replies, together with many telegrams and letters I have received from individual dealers and dealer groups, indicates conclusively that the over-all dealer body views with the greatest concern this novel departure from sound merchandising procedure.

"Those who build the automobile, those who sell it, and those who help to finance its purchase have a continuing obligation to keep our economic craft on an even keel. Open disregard for the elements of sound consumer credit would be injudicious on the part of finance companies and banks.

"Blindness to the principles of good management would bring about many business failures among dealers. Similarly, a deliberate violation of our merchandising pattern on the part of a manufacturer will have harmful results far transcending any short term advantages.

* * *

"EXPEDIENCY is a poor substitute for experience. Corporate ambition, like individual initiative, can be a vital force when it remains within the broad boundaries of ethics and economic morals. It can be a vicious instrument if its attainment is accompanied by a flaunting of the economic facts of life.

"We say, therefore, that a campaign of this kind is upsetting to the industry, is destructive of dealer morale, tends to cheapen the product, creates confusion in the mind of the consumer and, if continued, is bound to affect adversely the national economy.

"In consequence, the NADA calls upon the AMA to give most earnest and immediate attention to the problem to the end that the automobile industry will be a stabilizing force in our national life."

Very sincerely,
Frederick J. Bell,
Executive Vice-President

* * *

BELL said that while Ford is not a member of AMA, Ernest Breech, executive vice-president of Ford, was present at the meeting. AMA's reply to Bell's letter stated:

"As Mr. Mason has already indicated to you, your letter of the 7th addressed to him was considered by our board at its meeting on that date.

"I was directed by the Board to acknowledge receipt and thank you for this expression of the views of your group. I was also asked to advise you that our Board has always considered that every automobile company's relationships with its dealers

and the selling methods employed by them are in the competitive area which they are precluded from dealing with both as a matter of law and of principle.

"There is also the fact that dealers involved in the merchandising practices you described are independent business men."

The AMA letter was signed by William Cronin, managing director.

* * *

BELL said that while some dealers may regard this reply as inconclusive, he is inclined to the belief that the seriousness of the subject created a deeper impression than the response might indicate.

"After all," Bell said, "there is a limit to the action that a board such as that of AMA can take in attempting to solve problems between an individual manufacturer and his dealers."

(EDITOR'S NOTE: AMA was established to deal with matters suitable for cooperative action by the industry. Competition is outside this area and matters pertaining to it are scrupulously avoided at AMA sessions.)

Bell stated that in collecting additional information for presentation to the proper sources, use was made of two of the recently established NADA national make advisory committees.

Truck Trailer Output Down 5% in Month

WASHINGTON.—The Bureau of the Census reported last week that factory shipments of all types of truck trailers in August totaled 9,741 units, valued at \$25 million.

This, it was noted, represented a 5 percent decrease in number from July, but a 2 percent increase in value.

Safety Congress Draws 12,000 Traffic Leaders

(Continued from Page 6)

increases; (4) public transportation facilities show better running time on one-way streets; (5) although more traffic is handled, accident rates decline on one-way streets and (6) the parking problem is improved.

Marion E. Martin, Maine commissioner of labor and industry, declared that the "pocketbook nerves" of U. S. motorists must be pinched before they will be galvanized into safer driving habits. Observance of the law, she said, is not due entirely to fear of the police, but to the possibility that the motorist's pocketbook may be affected by fines of \$10 for speed-

ing, or more for other types of traffic violations.

Steadily increasing municipal ownership of parking spaces is helping ease the parking problem, reported Alan M. Vorhes, traffic planning engineer of the Automotive Safety Foundation, Washington.

In the private enterprise field, development of parking facilities by retail trade associations is becoming more general, he added. In 15 cities, "Park and Shop," installations have been established by retail groups.

Hot rods, far from being a menace, are a constructive element in American life, according to Wally Parks, Hollywood, Calif., president of the National Hot Rod Assn.

"Speed in itself is not an evil," he said. "In organized speed events, conducted under safe, supervised auspices, hot rod races provide the zest for competition that young Americans want. It is this love of speed and daringness which makes American fighter pilots the best in the world."

Charles M. Noble, chief engineer of the New Jersey Turnpike Authority, advocated a national campaign for improving the rear lighting of trucks, increasing the candlepower of their lights, providing a signal in the cab which would warn the truck driver of light failure, and locating lights at a height to give uniform arrangement and freedom from mud and snow.

Noble said that cars crashing into the rear of slower-moving trucks at night have caused more deaths on the New Jersey turnpike than any other type of accident.



Coast K-W Dealers Hear Factory Men—

At a dinner in San Francisco, Kaiser-Willys factory sales executives conferred with a large group of dealers in the San Francisco zone. Standing at the rear are Don H. Smith (from left), sales promotion manager; Fred Adams, advertising manager; V. E. Doonan, field manager, Western division; Roy Abernethy, vice-president; Howard Grove, vice-president; Ken Moyer, San Francisco zone manager, and Fred Alvarez, general manager of the San Francisco retail store.

Dates Already Set in 18 . . .

Dealers Plan Shows in 27 Cities

WITH three makers having placed 1954 models on the market and introductions imminent in other lines, dealer organizations across the country are speeding plans for 1954 auto shows.

So far, dealer groups are planning exhibits in 27 cities. Definite dates have been set in 18 cities. In the nine other cities, shows are planned but dates have not yet been selected.

Of the 27 shows listed, 24 are repeat performances of 1953 exhibitions. Detroit, Indianapolis and Elmira, N. Y., are '54 newcomers.

According to present plans, only one show held last year—that at Fresno, Calif.—will not get a 1954 encore. Fresno dealers reportedly lost money on their 1953 exhibit.

* * *

NEW ORLEANS dealers, who had scheduled a show March 21-29, have cancelled plans. Cleveland dealers are not planning a show because they have been unable to get "suitable space at a suitable time."

Most of the '54 shows will be "selling exhibits," with salesmen writing orders on the floor. Dealers have decided from past experience, however, that spot sales are not the most valuable aspect.

Shows develop many potential customers and increase the traffic in individual dealership showrooms for weeks afterward, they have found.

* * *

THE Seattle show committee plans to sell extra booth space to exhibitors other than auto and truck dealers. It is one of the few shows which operates without

Anderson Heads AC Spark Plug As Mann Retires

DETROIT.—Harlow H. Curtice, president of General Motors, last week announced the appointment of Joseph A. Anderson as general manager of the AC Spark Plug division at Flint.

Anderson, works manager of AC since December, 1941, succeeds George Mann jr., who has retired. Mann had been general manager since December, 1940. He joined AC in January, 1919 as supervisor of the cost accounting department. In 1924 he became assistant controller, in 1928 assistant treasurer and in 1933 assistant to AC's president and general manager.

In 1934 he was made assistant secretary and director of industrial relations. He held these positions until his appointment as general manager.

Anderson, 53, joined AC in 1924 and served successively as a foreman, inspection superintendent, process engineer and, in 1938, assistant to the manager. He was appointed acting works manager in December, 1940, and works manager a year later.

Hudson Hop

Utah Dealership Stages Auto Square Dance

Several thousand residents of Provo, Utah, turned out recently to watch some automobiles do a square dance.

L. H. Strong Motor Co., Provo, sponsored a unique exhibition with four Hudson Jets on its used-car lot, which was decorated with traditional square dance trimmings.

Officials of the firm say the square dance was one of the best public relations and goodwill promotions of the firm in recent years.

The AUTOMOTIVE NEWS ALMANAC is a year-long friend. Use it often for statistics, buyer information and personnel data.

special entertainment features.

Indianapolis, holding its first show since 1938, plans to accent selling aspects and to give away five or six new cars to visitors.

Sioux Falls (S. D.) dealers, who have held a show annually since 1913, have made their display a traditional Thanksgiving Week event.

* * *

SHOWS so far scheduled include: Sioux Falls, Nov. 24-30; Los Angeles, Jan. 15-24; Baltimore, Jan. 23-30; St. Louis, Jan. 30-Feb. 7; Syracuse, N. Y., Jan. 31-Feb. 6; Buffalo, Feb. 6-13; Milwaukee, Feb. 6-13; San Francisco, Feb. 6-14; Elmira, N. Y., Feb. 9-13; Indianapolis, Feb. 13-21; Pittsburgh, Feb. 20-27; Washington, Feb. 20-28; Detroit, Feb. 20-28; Rochester, March 13-20; Chicago, March 13-21; Lewistown-Auburn, Ind., March 26-28; Canton, O., Apr. 3-7, and Seattle, Apr. 17-25.

Shows are planned, but no dates scheduled, in Nashville; San Mateo-Burlingame, Calif.; Denver; Boise, Id.; Albuquerque, N. M.; Philadelphia; Spokane; Roswell, N. M., and Johnstown, Pa.

Among big shows of 1953, for which 1954 plans have not been announced, are Kansas City, Oakland, Long Beach and Lansing.

Marketing Tools Still Untested, Doyle Declares

DEARBORN.—Selling and advertising still have not had a chance to prove their ability to cope with vastly increased postwar markets, J. C. (Larry) Doyle, Ford Motor Co. sales and advertising manager, told the Detroit Adcraft Club last Friday.

Pointing to shortages of goods and controls on prices, production and materials as "unnatural elements which have confused and complicated sales and advertising efforts since World War II," Doyle said: "We still haven't fully tested our marketing tools on today's greatly expanded market."

He said sales and advertising experts are challenged to maintain and expand present high levels of employment.

"This involves not only selling products and services, but also selling consumers on the fact that continued high levels of production and consumption are vital to the economy of the country and the welfare of the individual," Doyle said.

Higher living standards of the postwar years have increased the market for products that once were considered only luxuries or conveniences, Doyle added, and strong selling and convincing advertising "contributed much to this progress."



Jos. A. Anderson



J. C. Doyle

New Electric Torque Converter . . .

Sidelights from the Paris Show

By George L. Glaser
Special Correspondent

PARIS.—The annual Paris Automobile Salon, one of Europe's most important auto shows, had an experimental car which I took seriously, for once.

This remarkable automobile is the Symetric-Paris, developed by Compagnie Normande d'Etude, of Paris.

It is driven by a four-cylinder,

42-horsepower engine which motivates a generator, delivering current over a new type of automatic electrical torque-converter to all four wheels. The wheels are connected to electromotors which turn at wheel speed.

Back-wheel electromotors, an early invention of the late Prof. Frederick Porsche, have been used before, although with unsatisfactory results. This type of drive

requires no transmission or differential.

* * *

Simca Price Cut

ONE FRENCH manufacturer, the maker of Simca, showed its awareness of the current European price war by cutting its price \$100.

A stellar attraction at the show, the new Renault Fregate two-passenger convertible, has been dubbed Ondine — the name of a mermaid.

Designer Raymond Loewy, who was attending the show, predicted that U. S. manufacturers will have to return to building smaller cars which are easier to handle — possibly four or five-passenger cars.

Loewy expects the cars of the future to emphasize "the feel of the road" for the driver, rather than the lush comfort he is now getting. He added that glass areas have reached their maximum because the sun makes many cars too warm, now. He again expressed his preference for the Italian styling.

* * *

A Broad Look

LOOKING broadly at the Paris show, it appears that the trend in Europe is to cars featuring traditional European qualities blended with Italian styling and American roominess.

Furthermore, somewhat improved economic conditions throughout the continent have developed a modest demand for nearly custom-built cars with some sports-car characteristics. Lighter, unitized body designs, doing away with chassis frames, are noticeable.

Plastic cars, particularly Chevro-

let's Corvette, were of particular interest to European makers.

For years, the larger firms in Europe have suffered from frozen designs, since production is not great enough to make retooling every few years possible.

Many makers feel that plastic cars, which would require relatively inexpensive retooling, are the answer for Europe. Typifying the continental situation is the Citroen, which has not made any basic style change since 1932.

* * *

Service Section

SERVICE equipment, exhibited at the show, has all the attractive-

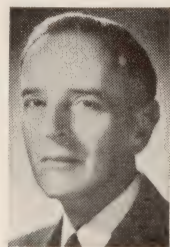
ness and variety of American equipment.

One of the top service items was a vertical crankshaft regreinder, priced at 1½ million francs. Colorful seat covers are everywhere apparent.

A Sun Oil Co. distributor in Paris offered a French translation of a tuneup instruction pamphlet at the show.

It seems that I have hit upon a reasonable suggestion. A leading German trade publication is backing fully my plea for free entry of parts needed for the service of imported vehicles.

The AUTOMOTIVE NEWS ALMANAC is a year-long friend. Use it often for statistics, buyer information and personnel data.



W. K. BRAASCH

ANNOUNCING SIX NEW MANUALS FEATURING AUTOMOTIVE SALESMANSHIP

By W. K. BRAASCH
Dean of Automotive Sales Trainers
A LIFETIME OF EXPERIENCE
AT A FRACTION OF ITS REAL VALUE.
MONEY BACK-SATISFACTION GUARANTEE!

FOR THE FIRST TIME, WE ARE OFFERING A COMPLETE AND DETAILED COURSE IN AUTOMOTIVE SALES TRAINING. OUR SIX NEW MANUALS CONTAIN ALL OF THE FIELD-TESTED SALES PRINCIPLES WHICH WE HAVE USED SUCCESSFULLY IN TRAINING OVER 50,000 AUTOMOBILE SALESMEN.

FREE 10-DAY TRIAL!

ORDER THESE SPECIALIZED MANUALS TODAY!

Please send me the following NEW MANUALS:

- ☐ 1—The Eight Automotive Success Fundamentals.
- ☐ 2—The Automotive Selling Process.
- ☐ 3—Eighty Ways to Find New Prospects.
- ☐ 4—Personality—the Key to Leadership.
- ☐ 5—The Technique of Used Car Salesmanship.
- ☐ 6—Developing and Testing Your Sales Talk.
- ☐ All six manuals for only \$10.00.

PRICE
\$2.00
each

☐ Check Enclosed. ☐ Send on Trial.

NAME.....

ADDRESS.....

NATIONAL SALES TRAINERS 549 Washington Blvd., Chicago 6, Illinois

WASHMOBILE

ONE WASH A DAY.

PAYS THE WAY!



Water Pressure and Volume! No other equipment matches it!

Before you go to the bank today, think this one over: Just one car wash a day will pay for modern Washmobile automatic equipment! Sensible terms to accommodate such a painless fiscal program have been worked out.

You simply let Washmobile pay for itself—and take care of your washbay overhead besides! On this basis, can you afford not to mechanize your washbay? Write for our catalog and full information.

WASHMOBILE CORPORATION

350 North Foothill Road • Beverly Hills, California

Acme Equipment, Altoona, Pa. Ken Garff, Salt Lake City, Utah Siggins Corp., Kansas City, Mo. Ace Distributors, Dearborn, Mich. Ashton Auto. Equip., Toronto Washmobile Florida, Miami, Fla. Washmobile N. J., Newark, N. J. Midwest Washmobile, Omaha, Neb. Schoeller Sales Co., St. Paul, Minn. Merkley Sales Co., Milwaukee, Wisc. Federal Washmobile, Brooklyn, N. Y. Washmobile of Chicago, Chicago, Ill. Western Washmobile, Amarillo, Texas Kentucky Washmobile, Louisville, Ky. Washmobile of Colorado, Denver, Colo. Washmobile-Udall Co., Berkeley, Calif. Washmobile-McGee, Washington, D. C. Cen. States Washmobile, Springfield, Ill. Washmobile of Eastern Tex., Houston, Tex. Washmobile Mid-South, Memphis, Tenn. Southern Washmobile, Birmingham, Ala.

The World's Most Complete Line of Automatic Vehicle Washers

Fruehauf Group Buys Interest in D&C Navigation

DETROIT. — A block of 65,200 shares of Detroit & Cleveland Navigation Co. stock has been bought by Roy Fruehauf, president of Fruehauf Trailer Co., and a group of associates, Fruehauf disclosed last week.

The purchase gives the Fruehauf group 14 percent of the outstanding D&C stock.

Only a few months ago, George J. Kolowich, president of D&C, purchased stockholdings of Harvey C. Fruehauf, former Fruehauf board chairman, after a break between him and his brother, Roy. The 130,000 shares gave Kolowich a nine percent interest in the Fruehauf firm.

The transactions give Kolowich the right to representation on the Fruehauf board, and Fruehauf the right to representation on the D&C board.

General Completes Giant Warehouse

AKRON.—Completion of a multi-million-dollar warehouse—described as the largest one-story tire warehouse in the world—was announced last week by General Tire & Rubber Co.

The giant structure, with storage capacity of approximately 400,000 square feet, is located on a 30-acre tract three miles from the company's Akron headquarters, near Mogadore, O. The building will be used for storage of tires and accessory materials.

In announcing that the building soon would be in full operation, President William O'Neil said that it was constructed to consolidate warehousing facilities in the Akron area and to expedite shipments to division points across the country.

Of brick and ceramic-tile construction, the warehouse is served by a mile-long railroad spur with inside trackage adequate for handling 15 freight cars. The loading dock has a capacity of 25 trucks, with a paved asphalt apron large enough to hold three football games simultaneously.

DON'T MISS IT!
It's news • it's important • it's fun
It's at Miami Beach, Florida!

• VALUABLE IDEAS • ENTERTAINMENT • PRIZES

1954 NADA CONVENTION

January 9th to 13th
which includes the
**NATIONAL AUTOMOBILE DEALERS
7th ANNUAL EQUIPMENT EXHIBITION**

and for the first time
**TRUCK BODY • TRUCK EQUIPMENT
EXHIBITION**

**MUNICIPAL AUDITORIUM
MIAMI BEACH, FLORIDA**

Send your
Registration
and Hotel
Application
Today!

Ventshades
Reg. U. S. Pat. Off.

**EXTRA PROFIT FROM EVERY
CAR SOLD OR SERVICED**

**THESE FEATURES
SELL VENTSHADES**

- Open-window ventilation when it rains or snows
- Safety from exhaust fumes
- Less fogging of glass
- Shade from the sun
- More comfort the year 'round
- Added beauty for the car
- Quick, easy installation. Individual designing for each make and model assures accurate fit
- Made to meet exacting standards of car manufacturers.
- Won't rust or rattle

The test of any accessory is how well it repeats year after year. An overwhelming percentage of car owners who have had Ventshades installed on one car want them on every car they buy. That is one of the reasons why Ventshades continue to produce handsome profits for dealers who sell them. Sell them yourself and see.

Ventshades are the original rain and sun shields. Avoid substitutes.

Contact your Ventshade wholesaler or write direct for complete information

AUTO VENTSHADE COMPANY • CHAMBLEE, GEORGIA
IN ATLANTA'S FINEST INDUSTRIAL SUBURB

Disguised Taxi Case

**Baltimore Used-Car Dealers Draws \$300 Fine
For Altering Title Certificate**

BALTIMORE.—A used-car dealer has been found guilty and fined \$300 in Traffic Court here by Chief Magistrate Stanley Scherr for altering a certificate of title.

The convicted dealer was Norton Gould, president of Norton Motors. Similar charges against James L. Davis, a Norton Motors salesman, were dismissed.

Center of the controversy was a disguised taxi which was owned by an unidentified man from West Baltimore. He was financing it through a bank last fall when he made a deal with Norton Motors whereby the firm would pay off his \$500 bank note and give him \$20 cash.

At the trial Gould said the title was "messed up and dirty" and

there was nothing on it to indicate that the vehicle had ever been a taxi. A few days later, it was said, a mechanic penetrated the disguise, informing Gould the car was an ex-taxi.

Shortly afterward Davis, the salesman, disposed of the vehicle in a trade with another dealer on a new car.

The second firm sold the car for \$1,050 to a woman for her son, a soldier stationed at a nearby camp. The soldier soon established that the car was an ex-taxi and they took the car back to the seller.

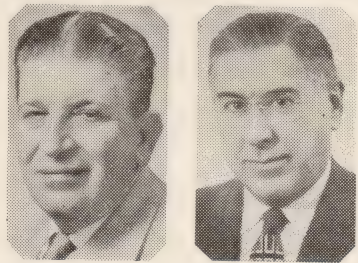
He assured them they were wrong, explaining that the car had been owned by a farmer who used it to carry his produce.

After many repairs and making payments totaling \$505, the woman finally allowed the car to be repossessed.

It was soon sold for \$1,095 to another woman who, after experiencing considerable trouble, complained to the Better Business Bureau. The bureau referred the case to the Department of Motor Vehicles, and the court case followed.

Doonan Appointed Western Manager By Kaiser-Willys

TOLEDO.—A number of appointments in the newly created western division of the Kaiser-Willys sales



V. E. Doonan E. A. Jacquemart

division have been announced by Roy Abernethy, general sales manager.

V. E. Doonan, a veteran in sales management at both factory and dealer levels, was named field manager of the western division.

For 21 years Doonan was employed by Ford Motor Co. in various capacities. He operated a Ford dealership in New Haven, Conn., and also was zone manager for Packard at Dallas.

Abernethy also announced the formation of a Kaiser-Willys Los Angeles sales zone. E. A. Jacquemart was selected as manager. Lee King was named administrative assistant to Jacquemart.

Jacquemart has held service and sales positions in every state west of the Mississippi. He has worked for Chevrolet, Pontiac and Hudson.

Others appointed are Carl V. Waltzer, Los Angeles city manager; Wayne H. Oxley, William V. Lee and O. R. Watson, district managers; E. C. Inlow, car distributor; Morris Blalock and Douglas Olson, zone service representatives, and C. W. Roper and W. J. Losee, zone parts representatives.

Officers Realigned By Screw Firm

DETROIT.—New officers were elected last week by the board of directors of Federal Screw Works, according to W. T. ZurSchmiede, chairman of the executive committee.

E. W. Stewart was named chairman of the board.

B. L. Norton, formerly vice-president and treasurer, was elected president and reelected treasurer.

Stuart R. Booker was elected executive vice-president, and F. J. Sullivan, secretary and controller.

R. R. Bever became sales vice-president; R. I. Stanton, manufacturing vice-president, Detroit division, and Lawton J. Steger, scheduling and planning vice-president, Chelsea division.

Socony Official Predicts Gains in Gas Economy

NEW YORK.—Development of new gasolines which will help save motorists \$750 million annually in fuel costs is predicted by William M. Holaday, director of Socony-Vacuum Laboratories.

He said the fuel savings would be made possible by increasing octane number ratings of gasolines and boosting auto engine compression ratios.



Superior Coach Completes Plant in West—

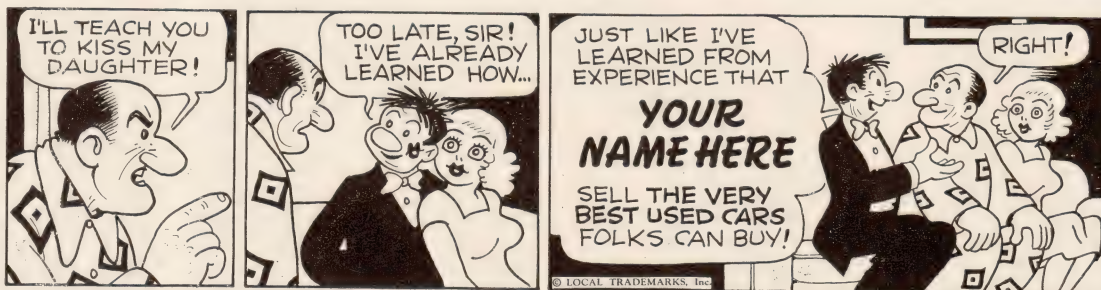
Oakland, Calif., is the site of Superior Coach Corp.'s recently completed western division plant. Covering 10,500 square feet of floor space, the plant will be the major parts and service depot for western states. It is equipped for coach repair and maintenance. J. B. Maurer is manager of the plant.



IT'S GREAT TO BE A FORD DEALER



SPEEDY IS YOUR BEST BET



If you're looking for an advertising campaign of proven merit, one that is expressly designed for YOUR type of business, then SPEEDY is your best bet. Just sample these comments from typical SPEEDY subscribers:

"SPEEDY is doing a better job than ever. We hope to use him for many years to come." *

"This marks the beginning of my seventh year with SPEEDY." *

"We know our SPEEDY ads are getting maximum readership." *

*Name of Dealer on request.

Mail in coupon for full details.

Your **ADVERTISING SPECIALIST**

LOCAL trademarks, Inc.
87 MADISON Avenue • NEW YORK 16, N.Y.

Rush details about Speedy to me!

Name:.....

Address:.....

City:..... State:.....

MR. DEALER—

OPEN THIS "BANK" IN YOUR DEALERSHIP AND WATCH THE USED CARS MOVE OUT



Copyright 1953—E. Thoner

"THE AUTOMOBILE SALESMEN'S BANK" IS A UNIQUE AND EFFECTIVE SALES STIMULATOR

Designed to Help Sell MORE USED CARS and Trucks and—in Addition "THE BANK"

WILL HELP SELL—

● OLDEST CARS IN STOCK

WILL HELP MAKE—

● MORE STRAIGHT SALES (NO TRADES)

WILL HELP—

● NEW and USED CAR SALESMEN SELL THEIR OWN TRADES

WILL HELP MAKE—

● BETTER DEALS FOR THE HOUSE

WILL HELP INCREASE—

● USED CAR GROSS PROFITS

LARGE VOLUME INDIANA DEALER WRITES:

"Greatest month in our history with 283 used cars and trucks sold. We highly recommend your service."

MICHIGAN DEALER WRITES:

"Our sales organization is quite enthused about the 'Bank' and we are pleased with results to the extent that we intend to extend this program to the new car department."

ANOTHER DEALER WRITES:

"We do not hesitate to recommend the 'Bank' to any automobile dealer who may have need of a good used car sales stimulator that really stimulates."

Whether you employ two or twenty or more salesmen, the "BANK" and its unique method of operation, WILL GET RESULTS FOR YOU.

A background of 30 years, working with and serving many of America's most successful automobile dealers and their sales organizations, conducting volume used car sales and other automotive sales promotions, has made the construction of this unique sales stimulator possible.

The "BANK" will not interfere with any sales promotion plan you may now have going—in fact, one dealer said—"It produces an additional stimulant, or 'shot in the arm,' to our present program."

NOW—

If you want something new, unique and different, in a LOW COST sales stimulator, that will produce a lot of enthusiasm and stimulate considerable plus sales activity in YOUR dealership, mail in the coupon.

— TODAY —

E. THONER AND ASSOCIATES
1025—2nd STREET
SANTA MONICA, CALIFORNIA

We enclose our check for \$15.00 for which send "AUTOMOBILE SALESMEN'S BANK" with instructions for its operation.

Firm Name _____
Signature _____ Title _____
Street Address _____
City _____ State _____
Make Car Handled _____

Cities Improvements to Aid Drivers . . .

Auto Makers Reply To Safety Critics

(Continued from Page 1)

eration—because this helps to reduce congestion, smooths out the flow of traffic and uses the existing streets and highways more efficiently."

Chayne told the vehicle administrators that there were two principal technical reasons why some manufacturers had increased engine horsepower: (1) To improve acceleration and hill-climbing ability by providing a better ratio of

horsepower to car weight, and (2) to increase gasoline mileage and decrease engine wear by reducing engine revolutions per mile.

"ONE fact that ought to be made clear to everyone," Chayne said, "is that the term horsepower is not synonymous with speed."

"We need only look at certain European automobiles to learn that low-horsepower engines can be used to produce very high road speeds by installing them in automobiles where the selection of axles and transmissions gives such a result."

Emphasizing that greater top speed was not the goal of recent changes in engine designs, Chayne said that to get higher speed through greater horsepower, it required about five additional horsepower for a one-mile-an-hour increase in top speed.

"WE FIND no evidence that horsepower has any significant relation to road speed," he continued. "Records of arrest for rural speed violations attest to the fact that cars of all ages, makes and horsepower ranges are involved, in the normal vehicle registration ratio."

Commenting on the accomplishments of AAMVA during its 21-year history, Chayne praised the cooperative spirit that existed between motor vehicle administrators and the automotive industry in working toward a common objective—"safe and efficient vehicle use."

"Our cooperative activities," Chayne said, "have concerned themselves primarily with headlamps and other general lighting equipment on the vehicle, signaling equipment, safety glass, braking performance and other aspects of the vehicle which affect safety."

"Through our work on these engineering facets of the problem, we have helped the driver to avoid traffic accidents or minimize injury when an accident does occur."



Air-Primed Lubricator—

Among new products announced by Aro Equipment Corp. is this Aro-Pak lubricator, which consists of a cylindrical tank holding five pounds of grease, a carrying strap, hose and a control nozzle that enables the user to lubricate fittings in hard-to-reach locations with one-hand operations.

10 New Products For Lubricating Offered by Aro

BRYAN, O.—Announcement of 10 new products and an extensive promotion program for Aro lubricating equipment was made last week here at a four-day meeting of 68 managers and their assistants of the lubrication equipment division of Aro Equipment Corp.

The sessions were conducted by F. A. Stockwell, general manager of the division, with the assistance of C. A. Stutzman, E. C. Messervey and R. E. Sprow of the sales department, and G. S. King, advertising director.

The new products include:

A high-volume oil transfer pump; a motor oil supply pump; new Volume Reels with larger porting to pass bigger oil volume; heavy-duty pumps for long-distance outlets; pump lifts; a rubber follower plate for use in 100-pound containers of heavy greases; an air-operated challenger lubricator; air-operated stub pumps; an air-primed portable lubricator for farms and other uses, and a companion unit, the Aro-Fil gun filler.

The firm plans a nationwide farm campaign in the spring to promote these products.

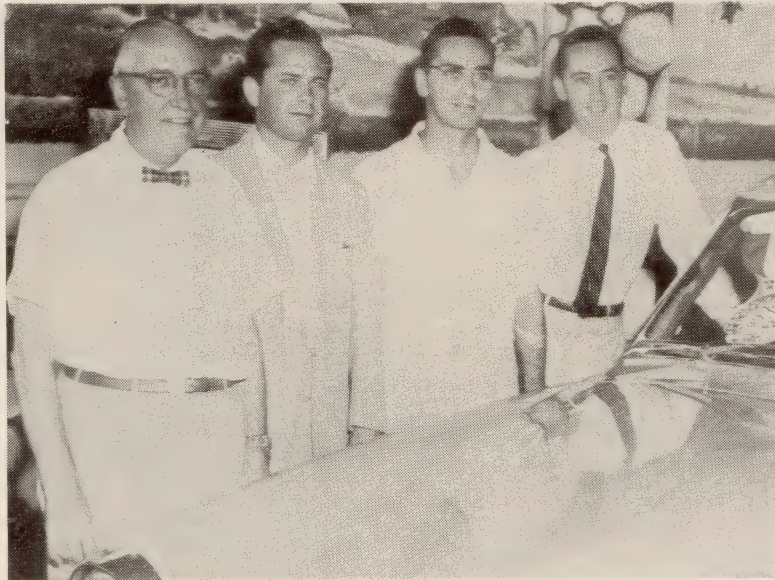
Counting Miles Twin Cities Ford Dealers Sponsor Contest

MINNEAPOLIS. — A Mileage-Maker economy contest is being sponsored by the 12 Twin Cities Ford dealers, with weekly contests at each dealership scheduled to continue through Nov. 28.

The contestant who gets the most mileage from a tenth of a gallon of gasoline driving a Ford is judged the winner at each dealership and receives a \$25 Government bond. In all, 81 winners will share \$2,400 in bonds in the weekly contests.

At the end of the contest, the top winner from each dealership will compete for the grand prizes in a special match. Grand prizes will include a 1953 Ford, a washer-dryer set and a television-radio-phonograph combination.

A similar contest was conducted recently by the Ford dealers of Chicago. Plans and advertising were worked out by the J. Walter Thompson ad agency.



Mathis Dealership a Family Enterprise—

Looking back over 34 years as an auto dealer, Edison Mathis sr. (left), president of an Atlantic City Studebaker dealership, believes that style and appearance have replaced safety and performance as the first considerations of car buyers. Mathis was instrumental in originating local auto shows in 1919. They were suspended in 1941, when the Air Force "occupied" Atlantic City. Mathis has the help of his sons, Robert E. (second from left), sales manager; William E. (third from left), business manager, and L. Edison jr. (right), in charge of public relations. The elder Mathis is a past president of the Atlantic County Auto Dealers Assn. and now a member of its board of Directors. He also is a trustee of the New Jersey Automotive Trade Assn. and a member of the Atlantic City Chamber of Commerce.

Beecroft Award to Editor Engineers Honor Iowan for Contributions To Motor Vehicle Safety

CHICAGO.—W. Earl Hall, editor of the Mason City (Ia.) *Globe-Gazette*, received the Society of Automotive Engineers Beecroft Memorial Award during the National Safety Congress here last

week. Hall also presented the 1953 Beecroft lecture.

The Beecroft Lecture will be published by SAE and made available for widespread distribution as were preceding lectures. The award is made annually for "substantial contributions to the safety of traffic involving motor vehicles," and originated in the terms of a \$2,500 bequest by the late David Beecroft, SAE president in 1921.

Previous awards were made to Paul G. Hoffman, board chairman of Studebaker and past-chairman of the Automotive Safety Foundation; Thomas H. MacDonald, formerly commissioner, U. S. Bureau of Public Roads; Chief Justice Arthur T. Vanderbilt of the New Jersey Supreme Court; Sidney Williams, formerly assistant to the president of the National Safety Council; Rudolph F. King, registrar of motor vehicles of Massachusetts, and Franklin M. Kreml, director of the Traffic Institute of Northwestern University.

Hall was founder of the Iowa State Safety Council, vice-president (and presently member) of the National Safety Council, chairman of the National Committee for Traffic Safety and chairman of the Public Support Committee of the President's Highway Safety Conference.

Son Now Heads Ewald Dealership

DETROIT. — Mack - Gratiot Co., Chevrolet dealership owned by the late Henry T. Ewald, president of the Campbell - Ewald advertising agency, has been reorganized with H. T. Ewald jr., and E. L. Agopian as its top officers.

Ewald is president of the new company, and Agopian is executive vice-president. Secretary-treasurer is Margaret Elward, who has been with the company since it began in 1927.

Ewald, a member of the Michigan Bar Assn., has been with the company for three years. Agopian began work with Mack-Gratiot in 1935 as a salesman and worked his way to the post of new-car manager before becoming a partner in the business.

New Deal for Lakewood

J. W. Steele, Los Angeles zone manager for Chevrolet, has announced the opening of a new Chevrolet dealership, the Lakewood Village area of Lakewood, Calif. Officers of the new dealership, to be known as Parkwood Chevrolet, are R. Mitchell McClure, owner of Courtesy Chevrolet in Los Angeles, president; Don McClure, sales manager and secretary-treasurer, and Eddie Hopper, vice-president and

Bendix Plant to Intensify Work on Oxygen Units

DAVENPORT, Ia.—Bendix Aviation Corp. will concentrate an important part of its engineering work on oxygen systems for high-altitude aircraft at the Pioneer-Central division here, George A. Lewthwaite, division general manager, has announced.

The Davenport plant also produces gyro instruments, flight instruments, aircraft fuel-measuring devices and other precision units.

Women Like '54 Dodges, Somerville Reports

DETROIT.—Stating that women will dominate selection of the family car over the next 12 months to a greater degree than ever before, R. C. Somerville, sales vice-president of Dodge, last week forecast "one of the best sales years in the company's history."

The public reception given the 1954 Dodge since its showroom introduction Oct. 8, he said, contradicts pessimistic predictions that the automobile industry generally is approaching a point of market saturation.

"Dodge dealers throughout the nation," Somerville said, "report that the ladies visiting their dealerships are enthusiastic over the new Jacquard interiors and such ease-of-driving features as Power-Flite transmission and Dodge power steering."

He said hundreds of Dodge dealers reported having the most successful introductory showings of any model for years, with order-taking exceeding expectations.

Somerville cited the following

Auto Stocks

	Oct. 21	Oct. 14	1953 High	Low
Chrysler	66 3/4	64 3/8	96 1/4	63 5/8
GM	58 3/4	57	69 3/4	53 3/4
Hudson	10 7/8	11	17	9 1/2
Kaiser	3	3	5 3/8	3
Nash	18	17 1/2	25 3/4	16 3/4
Packard	4 1/4	4	6 3/4	4
Stude.	24	23 1/4	43 1/2	21 1/2
Average	26.46	25.86		

Compiled from reports of trading on the American and New York Stock Exchanges.

The AUTOMOTIVE NEWS ALMANAC is a year-long friend. Use it often for statistics, buyer information and personnel data.

Massey-Harris
TRACTORS
SELL YOUR BEST RURAL
CUSTOMERS THROUGH
Country
GENTLEMAN
Leader in Automotive Advertising
Where Automotive Ownership
Is Greatest

HOT ITEM for COLD WEATHER SALES



Now in its third year of success. The wonder cloth that keeps fog, mist, steam from forming on windshields and windows. Big size—full 15 x 18 inches. In reusable plastic bag—one dozen on attractive display card. Wonderful value at 39c retail.

ORDER NOW FROM YOUR JOBBER
Lasstik SHOO-FOG CLOTH
LAS-STIK MFG. CO., HAMILTON, O.
If jobber can't supply, order direct from factory.

MR. MANUFACTURER:

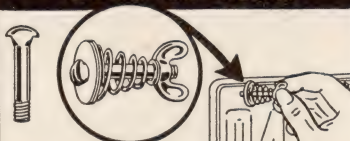
CAN YOU USE:

1. 30 Salesmen
2. 5,000 accounts including Mail Order Houses
3. 3/-state (East of Rockies) coverage—all or part
4. 10,000 ft. warehouse, now doing \$2,000,000 annually
5. Facilities for complete merchandising program

Write or wire to:

SPEED SPORT
4866 MILWAUKEE AVE.
CHICAGO 30, ILLINOIS

LICENSE PLATE FASTENERS ON AND OFF WITH A QUARTER TURN



Heavy 3/4-inch bolt (with T-head and square shoulder) fastens license plate securely in place. Will not lose off.

PLATED TO PREVENT RUST

- No. 51 Acorn Nut Type..... each .25
No. 51W Wing Nut Type..... each .25
Dealer Cost

(Packed 12 to Box)
Money-Back Guarantee
IMMEDIATE DELIVERY

If Your Jobber Cannot Furnish, Order Direct.
Write today for free catalog of over 200
Houser service items.

HOUSER Engr. & Mfg. Co.
Bluffton, Indiana

But Price Index Dips . . .

Auction Buying Ratio Hits High

(Continued from Page 1)

were typical comments from auction operators.

Increased sales and firming prices have not yet been reflected at the retail level, however.

Used-car dealers report generally that business is quiet, with greatly reduced traffic on the lots, and with potential customers turning into hard bargainers and dollar sharpshooters.

THERE is some feeling in retail circles that the price of used cars has just about reached the "normal"—and prewar—ratio in relation to the cost of new autos.

This school of thought holds that the buying public has not yet become aware of the fact that once again a used car can offer more transportation per dollar than can a new one.

However, other dealers believe that the used-car market won't pick up until the frenzied cleanup activity on new '53s is burned out and new-car dealers settle down to merchandising of 1954 models.

Actually, the rash of discounting prevalent among new-car dealers with heavy stocks of '53s still on hand has aided the wholesale used-car market, according to one used-car retailer. He explains it this way:

"Many people who have been driving rough cars couldn't trade 'right' all year long because they couldn't get enough money on their clunker.

"Now," he says, "with new-car dealers taking in just about anything—and overallowing besides—in order to unload a new car, drivers are dumping their piles of iron on the new-car dealer's doorstep. The result is that the latter's used-car stock is getting pretty seedy," he says.

NORMALLY, this used-car operator says, new-car dealers wholesale their tradeins to neighboring used-car dealers. Now, he says, the franchised outlet's stock is so rough that used-car operators have quit buying tradeins.

As a result, the used-car men are turning to auctions, where the chances of finding clean units are better.

Auction operators, too, report that rough cars go begging for bidders, while competition is sharp for the "sharpies."

The used-car customer, many dealers say, is turning to cheaper cars and cheaper payments. As a result, the car selling for \$695 to \$795 is the easiest to sell, they say. And that doesn't mean, they hasten to add, a sleazy late model, but an extra-clean old car in that price bracket.

FOR the past several months, most of the used-car action has been centered around the newest and oldest postwar models. Now, the '51s, '52s and '53s are taking their lumps. The reason, dealers say, is the big discounts offered on new '53s. The old '46s, '47s and '48s are still prospering in comparison with the rest of the market.

Last week, however, 1953

models showed an average gain of \$17 on the index, following weeks of successive losses. All other models declined on the index.

Observers say the sudden gain in wholesale prices for '53s may be due to the fact that new '53s are cropping up at auctions under the guise of used cars as new-car dealers get more anxious to clean out stocks.

ACCORDING to the index, price losses for the week were as follows: '52s, down \$24; '51s, down \$17; '49s, down \$10; '50s, down \$8;

'47s, down \$5, and '48s and '46s, down \$4.

The average overall wholesale price per car last week was \$805, according to Automotive News' index, compared with \$812 a week earlier and \$888 a month ago. A year ago, the average overall price stood at \$1,178.

Last week, a current-model used car auctioned for an average price of \$1,908 and one six years old sold for \$298. A year ago, a current model knocked down for \$2,259 and a six-year-old brought \$544.

IN THE Cleveland area, used-car sales were reportedly holding at a higher level than had been ex-

pected, with sales last week totaling 1,481. They had been 1,516 a week earlier and 1,569 in the previous seven-day period.

A sharper decline of seasonal nature had been anticipated. Continuing mild weather was credited for good sales.

Cleveland used-car sales in the first nine months of the year were up 5 percent over the same period of 1952 to reach a total of 64,445 units. New cars, however, gained 43 percent over last year in the same period.

Akron used-car sales also failed to follow a sharp seasonal decline. The total moved last week was 567, compared to 644 a week earlier.

Dealers in Minnesota reported business picking up on both new and used cars.

The general picture seems to be that the sharp drop, usually noted about the time the cleanup period on new cars begins, came six to eight weeks early this year.

500 U. C. Dealers Expected at Texas Parley Nov. 1-2

SAN ANTONIO.—More than 500 used-car dealers are expected to attend the ninth annual convention of the Texas Independent Automobile Dealers Assn. here Nov. 1-2. The parley is being held at the Plaza Hotel.

Theme of the convention will be "The Need for Expanding the Independent Automobile Industry as a Means of Maintaining and Increasing the High Standard of American Life."

Principal speaker will be David P. Wheelchel, executive vice-president of the Tennessee Automotive Assn., who will speak on the subject, "Best Results Come from United Efforts."

Other speakers on the two-day program include Ray Fisher, Fort Worth, president of the Texas Assn. of Automobile Finance Companies, who will speak on "Today's Financing of Automobiles," and Charles F. Turberville, Houston, representing the Texas Automotive Dealers Assn. He will speak on "Selling in Today's Market."

Legislative talks will be presented by Frank Cain, former special assistant to the State attorney general, and Bart Couch, chief of titles of the title division of the Texas Highway Department. Cain will speak on "Tomorrow's Legislation on Automobiles," and Couch will discuss "Automobile Titles."

The crowning of "Miss Texas, Queen for a Night" will highlight the banquet Monday night.

Texan of Distinction Unveils His Car—

Chrysler officials helped unveil the 1954 Plymouth at the Texas State Fair in Dallas. From left are Wyatt P. Covington, regional manager for Plymouth in Dallas; Clifton S. Dennard, chairman of the Plymouth dealers represented at the State Fair, and L. L. (Tex) Colbert, Chrysler Corp. president. Colbert attended the fair to receive an award as Texan of Distinction for 1953.

Ford Opens Competition For Workers' Children

DEARBORN.—The fourth Ford Motor Co. Fund competition for four-year college scholarships, open to sons and daughters of Ford employees, has been announced by William C. Pine, the fund's scholarship director.

The fund is a nonprofit corporation completely independent of the Ford Foundation. It was organized for educational, scientific and charitable purposes and is supported principally by contributions from Ford.

The scholarships provide full tuition and partial living costs at any approved college or university a winner selects.

The fund also contributes an annual \$500 cost-of-education grant to privately endowed colleges or universities for each scholarship winner in attendance.

Approximately 70 scholarships are awarded annually. The 1951, 1952, and 1953 classes of award winners now are attending 78 different colleges and universities. Nine noted educators are members of the Ford scholarship board which will make the final awards.

High school seniors who are sons or daughters of fulltime Ford employees in the U. S. and who finish high school or its equivalent between Sept. 1, 1953, and Aug. 31, 1954, with a scholastic standing in the top third of the class are eligible to apply for a scholarship.

The parent must be on the Ford payroll on Dec. 31, 1953, with continuous service since Jan. 1, 1952. Sons and daughters of former Ford employees, now dead or retired, also

Chevrolet Dealerships Reassigned in Northwest

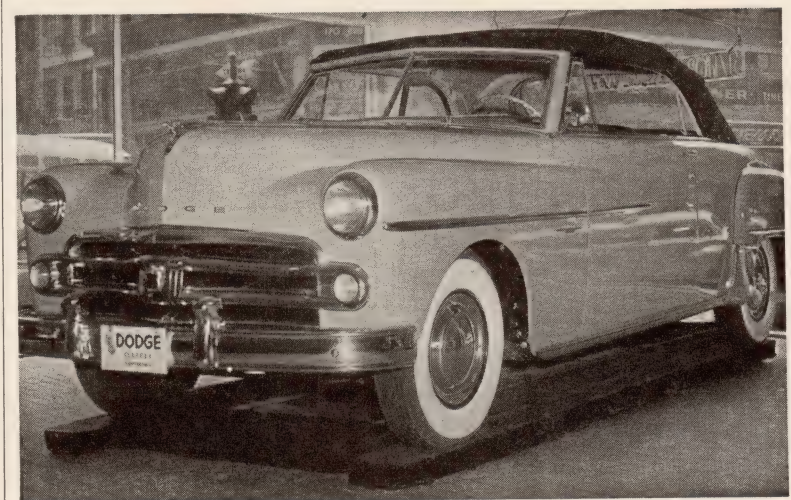
A double dealership change has been announced by the Portland (Ore.) zone office of Chevrolet.

Walter B. Cranston, of Boise, Id., has sold Cranston Chevrolet Co. to L. B. Barnes, of Barnes Chevrolet, Inc., Medford, Ore. Barnes has reopened at Boise as Larry Barnes Chevrolet Co.

Walter DeMartini has purchased the Medford firm and is operating it under the name Courtesy Chevrolet Co. DeMartini formerly was sales vice-president of Kaiser-Frazer Corp.

TURNTABLES!

DIRECT FROM THE MANUFACTURER TO YOU



Set up your own NEW CAR SHOW!

\$495⁰⁰

F.O.B. Port Chester
Write for catalog No. 9

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- Collector rings for interior lighting
- Drive on runway • 4500 lb. Capacity
- Unconditionally Guaranteed for 1 year

MACTON MACHINERY CO., INC.
217 LOCUST AVENUE • PORT CHESTER, N. Y.

BUILD SERVICE PROFITS
with personalized
name plates
DETAILS ON REQUEST
STEMAC 1281 SO. CHEROKEE
DENVER, COLORADO

Auto Forum

(Continued from Page 4)

of establishing a *Pax Americana* as a substitute for the long-lost *Pax Britannica*.

WE HAVE not only been spending our own national inheritance; we have been doing so at what the Population Reference Bureau calls a "suicidal rate." We used to think of the United States as self-sufficient. Yet during the 1940s alone we began importing petroleum, copper, lead, zinc and timber, all of which we used to export. Now we are even importing iron!

As the United States Materials Policy Commission has noted, we can replenish our depleted forests, but not the minerals and oil taken from the ground. They are gone for good.

Where Britain over the centuries demanded a "quid pro quo" in her foreign commerce, and for her loans and assistance to other countries—including her allies—we have been passing out our resources with a lavish hand. Mostly for

free. Since the end of World War II we have spent more than \$40 billions in foreign aid, with more committed.

Some of this help was wise and necessary, particularly what was spent for allied reconstruction in the wake of the war. But more and more billions are going to countries unwilling to draft armies to defend themselves, unwilling even to pay their own domestic taxes.

IN FRANCE and Italy, after billions of United States aid, Red strength is greater than ever. In Britain, the Labor Party, which U. S. aid helped keep afloat, has adopted a policy of more friendship with Moscow

Tenn. Gas Revenue Up

NASHVILLE.—Gasoline tax collections in Tennessee for September totaled \$4,679,155, an increase of 21.58 percent over September, 1952, it was announced last week by State Tax Commissioner Z. D. Atkins.

and "independence" from us. Even the Conservative government seems so intent on appeasing the communists that it pays small attention to the effect of this policy on Anglo-American relations.

So, as billions continue to pour out to all corners of the earth; as our men come home from Korea while their brothers take off for other distant places, it may be well to give quiet thought to Britain's experience.

True, we are the greatest power on earth. Our military might is enormous, our economic strength incredible—but so were Britain's in that Victorian twilight of only 50 years ago.

Before we go too far, let us ask ourselves whether this vast expenditure of U. S. resources is actually achieving U. S. objectives, or offers any prospect of doing so. Let us ask ourselves whether we can maintain our might and our position, if we continue to scatter the wealth of America afar with a grand and reckless hand too little concerned with the effect of our generosity on our ability to carry out policies which benefit America and, *ipso facto*, the world as well.



Detroit Newspaper Reps Elect—

New officers for the coming year were elected by the Detroit chapter of the American Assn. of Newspaper Representatives. Seated (from left) are C. F. Taylor, of Hearst Advertising Service, president, and George S. Dix, of the Philadelphia Inquirer, outgoing president. Standing are Bob Hart, of Jann & Kelley, Inc., secretary; Robert Jobson, of O'Mara & Ormsbee, Inc., treasurer; Charles A. Miller, of Sawyer-Ferguson-Walker Co., vice-president, and John L. Sterling, of Cresmer & Woodward, director. Other directors are Frank W. Pennock, of Hearst Advertising, and John H. Baker, of the Chicago Daily News.

New Passenger Car Registrations, 26 States for September, 1953-1952

Car registrations by states are released here weekly, as compiled by R. L. Polk representatives in state capitals.	Chrysler	DeSoto	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	Henry J	Kaiser	K-F TOTAL	Allstate	MG	Austin	Hudson	Nash	Packard	Studebaker	Willys-Overland	Domestic Miscellaneous	Foreign Miscellaneous	TOTAL	
Six States Previously Reported for Sept.	'53 1319 '52 913	1129 694	2306 1843	5540 3689	10294 7139	12636 6474	355 327	3804 1793	16795 8594	4532 2924	467 1143	13469 7327	2365 1860	2890 2390	23723 15644	34 188	144 335	178 523	5 29	29 81	8 16	594 1087	994 1297	510 462	1508 917	251 399	1 16	45 76	54935 36280	
Colorado	'53 89 '52 71	55 71	138 123	330 210	612 475	681 501	37 36	230 140	948 677	229 224	21 73	721 640	168 167	148 188	1287 1292	3 6	12 12	15 18		2 7		32 76	46 88	23 58	79 60	29 41	6 6	12 12	3079 2810	
Delaware	'53 24 '52 19	19 10	77 26	108 88	228 143	318 198	11 9	73 41	402 248	100 85	9 22	480 274	78 55	92 45	759 481	2 7	3 7	5 7		3 3		11 26	13 8	64 14	7 2			5 5	1501 948	
District of Columbia	'53 72 '52 37	46 29	94 127	226 236	438 429	350 288	11 17	87 46	448 351	135 74	19 72	475 420	98 93	124 148	851 807	1 5	3 7	4 12		2 7		10 44	24 37	19 25	37 26	5 14		7 19	1846 1765	
Florida	'53 159 '52 201	144 109	301 299	819 544	1423 1153	1869 1030	70 87	555 288	2494 1405	689 514	75 226	2094 1006	372 339	401 312	3631 2397	18 84	13 56	31 140	8 3	30 10		86 120	105 179	79 22	255 153	63 110	2 12	45 91	8217 5920	
Georgia	'53 116 '52 93	73 73	305 222	793 541	1287 929	1860 1152	32 43	486 236	2378 1431	507 479	27 121	2429 1534	248 317	493 425	3704 2876	8 26	23 25	31 51		5 2		27 65	55 114	38 47	178 157	31 63	2 2	9 9	7744 5746	
Idaho	'53 32 '52 46	33 31	66 60	156 98	287 235	434 198	13 9	124 92	571 299	159 98	25 43	412 220	94 72	105 78	795 511	1 5	6 12	7 17		1 4		24 49	38 49	12 22	48 48	23 35	2 2	1 1	1807 1276	
Louisiana	'53 154 '52 76	115 81	219 191	674 400	1162 748	1849 1016	29 24	311 159	2189 1199	457 273	30 75	2131 1344	233 223	349 328	3200 2243	25 39	18 54	20 44		3 4		31 30	54 101	44 71	222 271	15 43		5 3	6946 4783	
Michigan	'53 638 '52 410	738 382	1181 944	2888 1871	5445 3607	9392 5908	163 169	2089 866	11644 6943	2780 1966	194 652	8634 5281	1085 1361	2068 1689	14761 10949	10 132	88 250	98 382		12 21		305 383	507 633	321 259	783 480	105 125	4 35	26 35	34012 23824	
Minnesota	'53 319 '52 165	258 141	391 352	1028 725	1996 1383	2293 1339	55 44	534 313	2882 1696	735 501	36 126	2447 2004	427 344	502 523	4147 3498	13 20	70 73	83 93		1 1		65 119	136 181	175 277	244 227	34 23	2 2	4 4	9767 7323	
Montana	'53 32 '52 36	30 21	71 67	168 116	301 240	473 264	21 7	140 83	634 354	116 107	17 39	520 265	112 82	65 104	830 597	1 9	6 21	7 30		1 1		23 60	35 32	26 26	58 61	25 48			1940 1452	
Nebraska	'53 95 '52 73	56 42	123 103	483 275	757 493	1298 594	30 29	282 119	1610 742	362 288	27 87	1336 806	192 145	273 194	2190 1516	4 9	9 19	13 28		1 1		23 40	49 59	29 24	107 83	16 25	2 2	3 3	4799 3019	
New Hampshire	'53 33 '52 15	24 10	84 40	164 92	305 157	303 191	6 9	72 40	381 240	81 58	7 29	352 211	56 55	86 75	582 428	5 5	5 7	10 11		2 4		25 26	26 30	9 13	53 20	20 25	3 3	5 7	1420 968	
New Jersey	'53 595 '52 305	430 217	653 473	1734 904	3412 1899	3489 1993	79 449	1155 449	4744 2521	1102 817	94 364	3167 2183	562 592	1124 801	6049 4757	17 67	33 112	50 179		15 26		8 25	111 245	281 259	240 213	528 230	125 141	6 6	52 69	15615 10570
New York	'53 1351 '52 795	1086 762	1992 1748	3414 2519	7843 5824	6258 4353	198 287	1993 1005	8449 5645	3080 2508	233 1033	7119 5379	1446 1702	2259 1862	14137 12484	50 166	93 308	143 474		31 75		33 98	259 669	609 975	459 432	1084 630	284 397	10 13	156 232	33497 27948
North Dakota	'53 72 '52 36	38 25	112 75	293 165	515 283	613 259	19 14	121 58	753 331	132 77	6 7	713 324	75 44	101 83	1027 555		1 6	1 7				10 23	36 29	11 15	45 52	4 7			1 1	2403 1302
Oklahoma	'53 86 '52 80	85 62	147 181	467 249	785 572	1453 839	34 27	382 194	1869 1060	456 268	25 91	1624 1067	281 200	358 275	2744 1901	12 4	5 10	9 22		1 8		32 53	65 115	30 40	146 70	13 30	2 2	3 3	5697 3882	
Rhode Island	'53 87 '52 33	72 31	132 73	253 155	544 292	532 269	11 13	166 45	709 327	144 106	10 45	457 365	106 77	156 92	873 685	8 13	5 18	13 31		7 7		27 24	63 48	23 22	115 81	16 8	2 2	20 17	2411 1508	
West Virginia	'53 116 '52 50	77 32	220 129	485 242	898 453	759 386	22 16	141 83	922 485	259 194	13 47	910 623	102 76	202 137	1486 1077	5 11	9 11	14 22		1 1		28 44	37 64	50 34	47 48	44 43		1 3	3568 2276	
Wisconsin	'53 168 '52 121	169 94	380 352	853 499	1570 1066	1941 892	52 35	373 230	2366 1157	854 471	69 145	2116 1111	483 317	591 344	4113 2388	6 19	35 43	41 62		9 5		92 136	339 315	48 75	290 63	38 2	2 11	14 11	8958 5436	
Wyoming	'53 19 '52 26	26 19	35 26	78 87	167 149	234 155	1 13	56 54	291 222	76 90	7 23	279 193	57 55	50 63	469 424	1 5		1 5		2 2		8 35	20 19	7 17	12 14	11 27		4 4	986 918	
26 States Reported To Date for Sept.	'53 5576 '52 3601	4703 2936	9027 7436	20963 13696	40269 27669	49035 28299	1270 1294	13174 6334	63479 35927	16985 12122	1411 4479	51885 32577	8640 8176	12437 10156	91358 67510	193 802	581 1376	774 2178	8 44	126 274	165 165	18823 3339	3532 4650	2203 3758	5943 1669	1159 76	18 613	403 14954	21148 14954	
Year To Date	'53 114081 '52 83756	88645 64632	218254 178980	427414 309208	848394 636576	730572 468120	31254 19263	181427 122079	943253 609462	335993 213869	76053 61950	967182 568619	238639 149508	290209 181430	1907806 1175376	9390 22711	19716 28525	29106 51236	611 1114	5238 5244	2431 3551	51632 58390	112342 100484	58319 49361	118261 112650	34614 28131	1329 3354	14050 11022	4127386 2845951	

New Commercial Car Registrations, 14 States for September, 1953-1952

Truck registrations by states are re- leased here weekly, as compiled by R. L. Polk representatives in state capitals.	Autocar	Brockway	Chevrolet	Crosley	Diamond-T	Divco	Dodge	Federal	Ford	F.W.D.	G.M.C.	International	Kenworth	Mack	Peterbilt	Pontiac	Reo	Studebaker	White	Willys- Overland	Miscellaneous	TOTAL	Truck registrations by states are re- leased here weekly, as compiled by R. L. Polk representatives in state capitals.	
Four States Previously Reported for Sept.	'53 '52	2 1	2 1	462 399	3 8	4 2	119 151	1 1	394 228	1 1	136 122	131 135	7 5	15 4	1 2		4 4	39 27	10 11	54 46	1 1	1382 1150	Four States Previously Reported for Sept.	
District of Columbia	'53 '52			45 76		1 1	4 5	8 21	27 17		8 28	8 26					3 2	2 2	2 2	1 25		104 205	District of Columbia	
Florida	'53 '52			521 462		6 4	14 5	142 208	514 213		142 124	136 144		42 11		2 15	5 89	44 18	22 50	74 50	13 13	1662 1360	Florida	
Illinois	'53 '52			1249 959		44 11	7 10	352 480	1172 721		226 251	404 457		9 6		1 2	16 7	82 116	37 23	42 60	3 27	3644 3130	Illinois	
Kansas	'53 '52	1 1		568 445		3 7	2 6	76 127	469 190	1 1	115 126	136 206					2 2	25 39	6 12	9 28	3 3	1411 1194	Kansas	
Michigan	'53 '52	5 1	1 1	1374 1086		22 13	19 26	322 391	34 19	1367 575	2 261	303 243		15 8		2 2	28 20	47 76	21 31	30 59	2 8	3813 2819	Michigan	
Nebraska	'53 '52			378 346		2 8		47 67	344 172		54 108	108 173	1 1	2 2	1 1		1 1	15 57	15 16	18 41	6 6	991 992	Nebraska	
Nevada	'53 '52			42 35		1 1		20 28	72 29	1 1	34 19	15 13		2 2				11 4		6 6		203 137	Nevada	
North Carolina	'53 '52		2 1	1078 597		2 8	6 3	172 246	998 270		208 184	160 336		24 21		2 1	1 68	65 30	25 50	36 50	1 1	2777 1817	North Carolina	
West Virginia	'53 '52	1 1		274 103	1 1	1 1	4 4	77 79	291 72		47 42	70 67		9 2		1 2	6 1	12 15	2 2	37 42	1 1	862 434	West Virginia	
Wyoming	'53 '52			113 139		1 2	1 1	25 40	117 60		45 57	57 65		1 1	1 1			8 6	2 1	15 25		385 397	Wyoming	
14 States Reported To Date for Sept.	'53 '52	7 7	3 1	6104 4647	1 1	84 63	60 62	1360 1838	36 21	5765 2547	4 3	1348 1322	1446 1865	7 6	119 58	3 2	4 9	64 52	348 499	139 146	322 432	11 54	17234 13635	14 States Reported To Date for Sept.
Year To Date	'53 '52	189 1029	1400 1078	233632 175937	28 221	2404 2404	1648 1968	60779 70222	712 591	165767 121932	250 347	60469 52777	69487 63702	566 488	4794 4977	124 165	337 352	2532 2176	17484 19618	8708 7732	12677 13151	534 1620	645521 542487	Year To Date

Car, Truck Output Estimates By Automotive News

PASSENGER CARS (U. S. PRODUCTION ONLY)

	Week Ended Oct. 24, 1953	Same Week, 1952*	Week Ended Oct. 17, 1953*	Oct. 1953, To Date	Jan. 1 to Oct. 25, 1953*	Jan. 1 to Oct. 24, 1953*
CHRYSLER	26,648	16,971	26,576	84,073	703,382	1,044,136
Chrysler	2,876	3,091	2,992	7,939	89,321	133,394
DeSoto	1,532	1,657	1,434	4,035	72,317	104,447
Dodge	5,840	5,020	5,792	19,784	188,637	253,774
Plymouth	16,400	7,203	16,358	52,315	353,107	552,521
FORD	38,900	28,158	39,157	152,440	769,828	1,278,434
Ford	30,550	23,107	30,787	123,599	599,229	980,551
Lincoln		84		26,305	35,156	
Mercury	8,350	4,967	8,370	28,841	144,294	262,727
GENERAL MOTORS	52,100	49,183	52,277	174,267	1,479,529	2,449,684
Buick	9,750	7,660	9,705	32,270	265,320	444,861
Cadillac	1,600	2,364	1,326	4,715	82,399	87,367
Chevrolet	30,500	26,119	30,280	102,774	716,565	1,280,857
Oldsmobile	3,250	5,846	3,400	10,979	188,082	281,882
Pontiac	7,000	7,194	7,566	23,529	227,163	354,717
KAISER MOTORS	498	3,293	744	1,927	102,438	59,625
Kaiser		1,691			57,468	19,562
Willys	498	1,602	744	1,927	44,970	40,063
CROSLLEY					1,491	
HUDSON	894		882	2,711	64,681	66,115
NASH	1,840	4,418	949	5,477	115,931	116,248
PACKARD		794			47,603	73,497
STUDEBAKER	1,500	4,343	1,760	6,745	127,001	161,626
Total Cars, U. S.	122,380	107,160	122,345	427,640	3,411,884	5,249,365

*Revised

COMMERCIAL CARS (U. S. PRODUCTION ONLY)

	Week Ended Oct. 24, 1953	Same Week, 1952*	Week Ended Oct. 17, 1953*	Oct. 1953, To Date	Jan. 1 to Oct. 25, 1953*	Jan. 1 to Oct. 24, 1953*
CHEVROLET	900	8,322	5,378	14,830	254,154	308,471
CROSLLEY					208	
DIAMOND T	150	150	150	507	6,570	6,766
DIVCO	80	60	80	192	2,481	2,515
DODGE	2,100	3,587	1,981	6,743	132,609	85,757
FEDERAL	65	27	69	153	1,329	1,845
FORD	8,490	6,454	8,586	28,922	177,659	264,379
GMC	1,230	2,778	1,370	4,570	92,833	96,273
INTERNATIONAL	2,380	2,551	2,317	8,035	107,214	103,887
MACK	205	238	147	562	8,525	9,594
REO	310	269	306	1,027	14,124	13,264
STUDEBAKER		1,328	192	512	46,234	31,347
WHITE	300	245	285	870	10,076	12,083
WILLYS	1,982	2,646	2,100	6,941	85,741	72,014
MISCELLANEOUS	240	331	248	788	12,062	11,909

Total Trucks, U. S.	18,432	28,986	23,209	74,652	951,819	1,020,104
Total Cars, Trucks U. S.	140,812	136,146	145,554	502,292	4,363,703	6,269,469
Total Cars, Trucks Canada	8,360	8,127	7,102	27,702	309,319	410,120
Grand Total Cars and Trucks U. S. and Canada	149,172	144,273	152,656	529,994	4,673,022	6,679,589

*Revised. Miscellaneous includes Autocar, Corbitt, Marmon H., Brockway, Four-Wheel Drive, Sterling, Nash, etc.
N.B.: All U. S. totals include cars and trucks for military orders.

Bear Demonstrates Device To True, Balance Tires

DETROIT.—A thorough wheel and tire balancing package, called "Balantru Service," was demonstrated to service representatives of the Big Three and most of the independent makers here last week by Bear Manufacturing Co., Rock Island, Ill.

The service includes a tire "re-truing" process, which removes the "thumping" from a car with out-of-round or egg-shaped tires. A carefully engineered machine trims off rubber to eliminate high spots.

The company recommended tire truing only when the tire is no more than three-thirty-seconds

out-of-round. A tire in this condition will still lose not more than 5 percent of its tread height in re-truing, according to the company.

Bear says that the Balantru process will not take the thumps out of a tire which is originally malformed. It will, however, completely rectify an out-of-round tire caused by irregular wear or too much rubber on one spot in the tread.

Aside from selling customer satisfaction by proper wheel alignment, dealers will find the process beneficial in correcting tires which were formerly gouged badly enough to force them out of service.

The Balantru service is available on one machine, which combines tire truing and wheel balancing in the same operation. Also, a special tire truing machine is offered which may be used in connection with the Bear "36" or "33" wheel balancer.

Ward to Direct Toledo Dealers

TOLEDO.—James E. Ward, vice-president of Carl F. Weissenberger, Inc., last week was elected president of the Toledo Automobile Dealers Assn., succeeding Nels Banham.

Other officers elected were Donald B. Whitfield, Don Whitfield Pontiac Co., vice-president; Arch W. O'Rourke, O'Rourke Motor Sales Co., second vice-president, and Edward P. Trepinski, secretary-treasurer. The election took place at the second annual dinner meeting last Wednesday.

Companies Plan Hospitality Rooms At ATA Parley

LOS ANGELES.—Many truck makers, rubber companies and other firms in the automotive industry are maintaining suites and "hospitality rooms" at the Hotel Statler, during the American Trucking Assns. convention, which opened Sunday (Oct. 25).

Among these firms are: Autocar, Bendix Westinghouse Automotive Air Brake Co., Buda Co., Budd Co., Brown Trailers, Chevrolet, Cummins Engine, Diamond T, Dodge, Electric Auto-Lite Co., Firestone, Ford, Fruehauf, GMC Truck & Coach, General Tire, Goodrich, Goodyear, Great Lakes Steel, International Harvester, Kenworth, Mack, Reo, Strick, and Trailmobile.

First Built Since Aug. 12 Fire . . .

Hydra-Matic Output Is Resumed

(Continued from Page 1)

65,000 square feet at Willow Run. That would give GM a total of 1,565,000 square feet of the huge plant's total of 3,500,000. Floor space at Riopelle totals 600,000 square feet.

THE 1.5 million square feet leased by GM from Kaiser is a beehive of activity. Some 2,500 contractors' employees — machine movers, installers, steel workers, electricians, carpenters—are working two shifts of 10 hours each a day.

In addition, 1,700 hourly workers and 1,500 salaried people employed by GM are hustling about among the machines, pipes, wires and stacks of parts ready to be milled. The hourly-worker payroll will swell to 9,000 persons for volume production.

In contrast, on the day this writer visited Willow Run, was the Kaiser auto section. It was just before 2,000 workers were recalled to begin car production today (Oct. 26), and the area was dark. It looked in readiness, as though everyone had just gone home for the day, whereas actually no cars had been made there in months.

The Kaiser part is separated from GM's Hydra-Matic section only by a six-foot-high wall of wire fence.

AS A GM MACHINE is brought into Willow Run, the dock crew immediately unloads it. There is no

need to keep it standing idly by because the unloaders know from their charts just where to place each machine. It is immediately hauled into place and the installers take over from there. No effort is wasted.

A tour of the plant indicated that more than half of the necessary machines were in place, with about 70 being delivered daily.

A handful of machines were turning out transmission parts that day.

The Livonia plant used 3,300 machines but more will be needed at Willow Run because some large multi-purpose ones could not be replaced soon enough.

FOR example, there is a battery of 14 small drill presses which will take the place of one multi-drill machine which was used at Livonia. These drills were purchased from Sears-Roebuck.

When GM moved into Willow Run Aug. 25, it was necessary to start almost from scratch.

"All we had were walls, a roof and lots of airplane machines and parts, (left over from Kaiser's Air Force contract)," said a GM employee.

The plane equipment was moved out at the same time GM moved its workers and machines in.

The leased area had exceptionally high ceilings, because of airplane work. A network of girders was

installed to make a lower ceiling and to ease installation of utility lines.

AT ONE end of the area, contractors built concrete-wall rooms for the Hydra-Matic assembly area. This was necessary because assembly of the units must be done in dust-free, slightly pressurized rooms. Dust collectors and pumps will make these rooms suitable.

Around the plant are stacks of die castings received from foundries. In one department are hundreds of torus covers—part of the transmission housing—which everyone points out. And for good reason. It was in the comparable department at Livonia that the disastrous Aug. 12 fire broke out.

Tool cribs are set up, 3,000 employees' lockers have been installed and two cafeterias are in operation.

AN INTERPLANT transportation and communication system has been set up. Loudspeakers are continually booming out, requests. Messengers' bicycles and motor scooters go whizzing by constantly. The transportation force has 47 bicycles, four motor scooters, three three-wheel personnel carriers and 10 automobiles.

They're needed, for the Hydra-Matic area has a perimeter of 1.1 miles.

Direction of the contractors and installation of machines is in charge of George D. Mitten, manager of the Argonaut Realty division of GM.

MANAGER of the Detroit Transmission division, E. A. Kaegi, meets with his executives every Tuesday and Friday to discuss progress and coordinate plans. S. E. Skinner, vice-president of GM's parts and accessories group, often sits in. He usually flies to Willow Run from Detroit's City Airport, a distance of about 50 miles.

The report from Washington said GM's great expenditure in setting up Willow Run is believed a major factor in the attempt to buy the huge factory. Detroit sources say GM has spent much more on the project than originally planned.

GM at present holds a two-year lease on part of Willow Run.

Nothing is being done about rebuilding the Livonia facility. The fire site is quiet. Only one crane was there last week and that will be taken away sometime this month.

On the night of the fire a GM official said the plant would be rebuilt, but since then the corporation has said nothing about such a move.

The Washington report said the Reconstruction Finance Corp., which holds a lien on Willow Run as security for \$33 million in loans outstanding to Kaiser, has been informed of the negotiations. The loan agreement specifies that the RFC approve any sale. The RFC insists it knows nothing about the reported deal.

—TOM HEWITT

Jones-Lyne Opens Lot

Jones-Lyne Motor Co., Inc., (Hudson), Pittsburgh, has graded and paved a two-level, 60x100-foot used-car lot.

GM Nearly Ready at Willow Run—

More than half the machines needed for Hydra-Matic production at Willow Run are in place. Lower part of photo shows network of girders installed for utility lines in the former plane factory.

'53 Output Milestone

Year's Production Passes Third Highest Mark
With Two Months to Go

(Continued from Page 1)

its El Segundo (Calif.) plant today (Oct. 26).

Among the Big Three, Chevrolet reportedly will lower its car output until new models begin to roll in December. This will be done by decreasing the number of production hours.

CADILLAC last week began a gradual production buildup which is scheduled to reach full production of 2,500 cars this week. Increases in the supply of Dynaflo, currently being used by Cadillac, will make the increase possible.

Ford division this week will construct its millionth car of the year and should find it easy to surpass the 1,187,120 built in the record year of 1950.

NOTES: DeSoto last week went to two shifts, while Chrysler division worked Saturday for the second consecutive week. Dodge is still on one shift . . . Packard today enters its fourth week of shut-

down with reopening tentatively set for latter part of month or early November . . .

Chrysler Corp. plans to expand operations at its Los Angeles plant. Two new assembly lines will be installed to replace the single line which has produced all four of the corporation's cars . . . Ford division last week worked 15 of its 16 plants on Saturday, the same as in the preceding week . . . Willys next Monday will shut down for one week for what the firm calls "fall inventory." Production will be resumed Nov. 9 on a "stepped-up basis."

Embezzler Goes Free

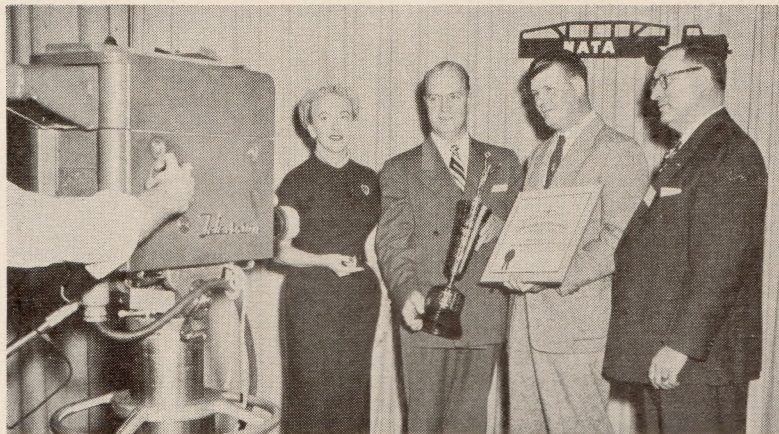
EVANSVILLE, Ind.—Judge Isadore Newman has suspended a sentence of three years in prison and a \$500 fine imposed against Helen Marie Bigson, 28, who pleaded guilty of embezzling \$31,404 from Tri-State Ford Co., where she worked as bookkeeper. Cash amounting to \$4,387 has not been recovered, the dealership says.

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Heroic Truck Driver Wins NATA Laurels—

The annual Distinguished Driver Award of the National Automobile Transporters Assn. was presented, during a recent television program emanating from Detroit, to James C. Clawson (third from left), driver for George F. Burnett Co., South Bend. Clawson won the citation for saving the life of another truck driver trapped in a blazing tractor cab near Amboy, Ill., last January. Making the presentation is Donald S. Leonard, Detroit police commissioner. At left is Beverly Beltaire, mistress of ceremonies, and at right, Elmer R. Reeves, NATA accident prevention director.

Obituaries

Joseph N. Mitchell, Leader in NADA

WACO, Tex.—Joseph N. Mitchell, NADA secretary in 1945 and 1946, died at his home here Oct. 10 after an illness of nearly a year. He was 71.

Mr. Mitchell was a Dodge-Plymouth dealer in Waco and was considered the dean of the automobile business in Texas.

A past president of the Texas Automotive Dealers Assn., he was an honorary lifetime member of the TADA board of directors. He served four terms as NADA director for Texas, and was a longtime member of the NADA resolutions committee.

Surviving are his wife and a son, F. D. Mitchell, vice-president of Central Motor Co. and a TADA director in the Waco area.

Ray A. DeVlieg, 67, Ex-Nash Executive

DETROIT.—Ray A. DeVlieg, 67, former manufacturing vice-president of Nash-Kelvinator Corp., died at his home here Oct. 15.

Mr. DeVlieg, who entered the auto industry nearly 50 years ago as a tool and die designer, helped engineer the first Dodge car in 1914. He joined Maxwell in 1922 and worked with Walter P. Chrysler during the development of Chrysler Corp., becoming Chrysler works manager in 1926.

In 1930, he joined Reo Motors, and was named director and vice-president in 1933.

Mr. DeVlieg joined Nash in 1936 as general works manager at Kenosha, Wis., and became a vice-president in 1941. He resigned only two weeks before his death, announcing that he would continue with the company in a consulting capacity.

Glen C. Stater, Dealer In Wash., Ore., Calif.

NEWPORT BEACH, Calif.—Glen C. Stater, for many years an auto dealer and distributor in Washington, Oregon and California, died here Oct. 12.

Mr. Stater started in the auto business as a specialty salesman for the Lincoln division of Ford Motor Co. in 1922.

He established his own Ford dealership in Pendleton, Ore., in 1924, and later operated dealerships in Walla Walla, Wash., and Weston and Portland, Ore. He moved to San Francisco in 1936 as a Hudson distributor and later acquired a Hudson dealership in Fresno, Calif. He also had an interest in four dealerships in northern California.

Herbert L. Croft

PARAGOULD, Ark.—Herbert L. Croft, 29, used-car dealer, was killed Oct. 14 when the car in which he was riding went out of control and crashed.

Alfred M. Bowers

AUGUSTA, Ga.—Alfred M. Bowers, 55, part owner of Auto Electric Co. and a former auto dealer, drowned Oct. 11 in a fishing accident near Waynesboro, Ga.

Frank R. Eaton

SYRACUSE—Frank R. Eaton, 72, retired district representative for General

Motors in this area, died Oct. 13. He had previously been a district representative for Ford Motor Co. He retired in 1936.

James Theodore Pace

OVERTON, Tex.—James Theodore Pace, 57, auto dealer, died following a heart attack.

Henry H. Ball

HOUSTON.—Henry H. Ball, former owner of Ball Motor Co. (Ford), died Oct. 10 at the age of 63.

C. E. Cronin

COLUMBUS, O.—C. E. Cronin, 53, formerly associated with L. E. and C. W. Medick in this city, was killed in an automobile accident in Pennsylvania. He had operated a Ford dealership in Coatesville, Pa.

Harold G. Whitcomb

CLEVELAND.—Harold G. Whitcomb, field relations manager of White Motor Co., died at the age of 46.

Victor H. Recht sr.

ROCKFORD, Ill.—Victor H. Recht sr., a Chevrolet dealer here for the last 30 years, died Oct. 16. Mr. Recht and Maurice Froelich formed Recht-Froelich Chevrolet Co. here in 1923.

George C. Moore

YOUNGSTOWN, O.—George C. Moore, 57, sales manager of Buckeye Pontiac Co. since 1941, died after a heart attack Oct. 16. He had been with the dealership since 1939.

Robert Elias Treman

ITHACA, N. Y.—Robert Elias Treman, 65, auto dealer and a trustee since 1931 of Cornell University, died here Oct. 17.

Stewart H. McKay

OTTAWA.—Stewart H. McKay, 74, one of the first car dealers in Canada's capital, is dead. Originally associated with Franklin Motors Co. and later with Packard, he retired 15 years ago.

Harry Green

LAGUNA BEACH, Calif.—Harry Green, 59, was killed by an auto in front of his Hudson dealership here. Mr. Green established the first Chevrolet dealership in Los Angeles in 1925. He sold it two years ago.

Lawrence G. Gray

OGDENSBURG, N. Y.—Lawrence G. Gray, 35, who operated a used-car business at 1900 Ford St., died Oct. 17. He was a veteran of World War II.

Classified Want Ads

Kindly Acknowledge

Advertisers availing themselves of this Want Ad Section are requested to advise all respondents if and when their wants have been fulfilled. A post-card will do and your courtesy will help us maintain the present high regard which this department enjoys.

AUTOMOTIVE NEWS

HELP WANTED

SALES MANAGER. Travel five days, home weekends. Calling on automotive jobbers, selling remanufactured engines and transmissions. We have stocking jobbers now in the Carolinas and Virginias. Great opportunity. Salary, commission, share of business. Call or write immediately, if interested. Ranco, Inc., 947 S. Miami Blvd., Durham, N. C. 5-3501.

SERVICE MANAGER for Buick dealership (one of largest—established 30 years) in big midwestern city. Real opportunity for right man. Write fully. Replies kept confidential. Box 3122, c/o Automotive News, Detroit 26.

CLASSIFIED WANT AD DEPARTMENT

Reaching an estimated 150,000 readers engaged in all branches of the automotive industry from Maine to California. RATES: TWENTY CENTS (20c) PER WORD FOR EACH INSERTION. POSITION WANTED ADS, 10c PER WORD. PAYMENT IN ADVANCE OF INSERTION REQUIRED. Ads may be signed with full name and address at regular rates. Add One Dollar (\$1) per insertion for use of a box number, in care of Automotive News. Replies to Box Number ads: are forwarded to the advertiser, unopened, the same day received. Display ads: \$11.20 per column inch, per insertion. CLOSING: SIX DAYS IN ADVANCE OF PUBLICATION DATE.

WANT AD DEPT., AUTOMOTIVE NEWS, 2666 PENOBSCOT BUILDING, DETROIT 26, MICH.

HELP WANTED

AUTO SERVICE MANAGER. Ford dealer in Cleveland, Ohio, needs an experienced service manager with a pleasant personality. Salary plus incentives with a minimum guarantee of \$8,000 the first year. The future possibilities of this position are far above ordinary. Write Box 3121, c/o Automotive News, Detroit 26.

SALES MANAGER \$12,000 to \$15,000 Per Year

Experience as used car manager and desire to become manager. Large "Big 3" volume operation with dealership located in Delaware, Maryland, and Virginia. Please attach complete resume with photo.

Applicants under 40 preferred

Box 3114

c/o Automotive News
Detroit 26

POSITION WANTED

To encourage this classification for the benefit of our employing readers, Position Wanted Ads are accepted at half regular rates, namely: 10 cents per word for each insertion. Cash in advance. (Half-rate does not apply to display ads in this section.)

BUSINESS-OFFICE MANAGER with Chevrolet volume dealer experience. Prepared all accounting and financial reports including tax returns. Experienced thoroughly in expense control, credit and collections, finance and insurance. Completely versed in all phases of the retail operation. Would appreciate opportunity to furnish complete background and references to GM dealers. Box 3139, c/o Automotive News, Detroit 26.

GENERAL or SALESMANAGER. Experienced volume operator has operated own very successful dealership, also has Hull Dobbs experience. Interested in management deal on percentage of profits or will make investment if desirable. All standing with Ford Motor Co.—prefer Ford line. Box 3082, c/o Automotive News, Detroit 26.

TRUCK SALES MANAGER, 44 years of age—18 years' experience in truck business, wants position as sales manager or a good commission setup on retail selling where the potential earnings will run above \$15,000 yearly. Write M. G. Dermody, 1820 Nassau Blvd., Charlotte, North Carolina.

SEEKING POSITION as parts manager. Ten years equipment distributor and contractor experience. Have good knowledge of equipment and wholesale parts business. Complete resume upon request. Box 3123, c/o Automotive News, Detroit 26.

NEW OR USED CAR MANAGER. Use to very large operation, 2,500 car franchise. Experience as used car manager and closer for seven years. Furnish best of references. Prefer employment in Detroit area. Box 3124, c/o Automotive News, Detroit 26.

USED CAR MANAGER, 20 years' experience, desires position with a volume General Motors or Ford dealer. Can handle all phases of operation. Able to direct and train a sales staff for a fast moving organization. Married, no family. Box 3125, c/o Automotive News, Detroit 26.

SALES MANAGER, volume producer, presently employed metropolitan New York. Eighteen years' heavy duty experience. All phases dealer operation new or used cars. Will relocate. Available for bonafide proposition. Box 3126, c/o Automotive News, Detroit 26.

FORD PARTS MANAGER—available immediately. Thirteen years' experience in large volume dealership. A real producer with best of references. All replies considered and answered. Box 3127, c/o Automotive News, Detroit 26.

COMPLETE PROTECTION GIVEN AUTOMOTIVE NEWS' READERS

Automotive News will not divulge the name of any classified advertiser using a box number. For our readers who wish to protect their identity when answering box number ads, we suggest you send your replies direct to Classified Manager, Automotive News. Enclose a note listing the concerns which you would not want your letter to reach. Your reply will be destroyed if the advertiser is one you have mentioned; otherwise it will be forwarded immediately to the advertiser.

POSITION WANTED

MECHANIC—31 YEARS of age, married, would like a job as service manager. Have 15 years' of experience as mechanic. Past three years with GM dealer. Box 3133, c/o Automotive News, Detroit 26.

DEALERSHIPS AVAILABLE

DEALERSHIP, HANDLING Dodge-Plymouth, in fast growing west Florida near three of nations largest airbases. Approximately 120 units. Only Dodge dealer in county of 40,000 population which is steadily increasing. Excellent location on Main Street, modern service facilities including body shop and large used car lot which can be leased or purchased, balance buildings leased at exceptionally low rent. \$600,000 gross sales 1952 showing good profits. Will sell for less than inventory value of parts and equipment amounting to about \$28,000 or will sell up to half interest to party with minimum of \$10,000 cash and capable of assisting in management. Good reason for selling. Factory approval needed in case of sale. Write P. O. Box 5534, Jacksonville, Fla.

WEST FLORIDA DEALERSHIP handling one of "Big Three"—100 units. Excellent location near Gulf and U. S. airbases. Good lease, low overhead, ideal climate. No used cars, accounts receivable or blue sky to buy. Half million gross sales last year. Stock and equipment worth \$30,000. Will sacrifice for \$15,000 cash on quick sale as have other interests needing attention. Factory approval required. Opportunity of lifetime but please do not reply unless you have cash required. Write Box 3136, c/o Automotive News, Detroit 26.

DEALERSHIP FOR SALE, handling Studebaker, in St. Louis, Mo. Located in desirable part of south St. Louis on a main thoroughfare. Oldest Studebaker dealer in the city. Modern building, seven years old, and modern apartment adjoining property if desired. Latest shop equipment and parts well stocked. \$15,000 will carry this bargain and must be seen to be appreciated. Retiring for very good reason. Sales manager now employed by the company willing to invest part. Osage Sales Co., 3905 S. Grand Blvd., St. Louis, Mo.

DEALERSHIP HANDLING Dodge and Plymouth in central Illinois. Prosperous industrial and farming community. City over 50,000 population. Owner in business over 25 years in same location. Lease on building and used car lot exceptionally low. Will sell at inventory of parts and equipment. Present price approximately \$22,500. Your opportunity to secure a very profitable business with excellent organization. Reason, health. Box 3134, c/o Automotive News, Detroit 26.

OHIO DEALERSHIP handling Studebaker—150 cars. Best industrial, agricultural location. City 25,000. Good lease, attractive building, body shop, paved lot. Priced low \$20,000. Box 3135, c/o Automotive News, Detroit 26.

SMALL DEALERSHIP—established 1925. Handling Kaiser. Can handle Kaiser-Willys in 1954. Population 38,000. Two miles from city—170,000 population. Rent \$550. Can secure lease. Modern building throughout, 17,000 square feet. Parts and modern equipment, furniture and fixtures—\$15,000. Archambault Motors, 277 Campbell Ave., West Haven, Conn.

DEALERSHIP HANDLING STUDEBAKER—growing town of 20,000. Buy fixtures and equipment, current parts. Take over attractive lease. Best location. Box 268, Statesville, N. C.

DEALERSHIPS AVAILABLE

DEALERSHIP HANDLING PONTIAC. Your opportunity to buy in and eventually own your own dealership. Will sell part interest with privilege to buy all to man willing to work, with ability to sell, who wants to own his own business. I want to gradually retire. Agency located in prosperous county seat near Kansas City, Mo. State your qualifications. Box 3130, c/o Automotive News, Detroit 26.

DEALERSHIP AVAILABLE. One of largest dealerships, handling Packard, in Ohio. Have delivered over 250 new cars this year to date. Attractive lease. Requires \$50,000 minimum. Must have factory approval. Box 3131, c/o Automotive News, Detroit 26.

DEALERSHIP HANDLING Chrysler-Plymouth in Florida Gulf coast town. County seat and fast growing community. 150 cars per year. Will sell at inventory. Can buy or lease building and used car lot. Box 3132, c/o Automotive News, Detroit 26.

AVAILABLE—FINE Dealership handling Dodge-Plymouth in excellent southwest city of 100,000 population with expanding payrolls. Selling from 500 to 1,000 new units annually. Inventories clean, receivables current, facilities good and used vehicle stock optional. Factory approval necessary. Excellent reason for selling. Write Box 3119, c/o Automotive News, Detroit 26.

BEST DUAL GM AGENCY. Excellent setup—upstate New York. Money maker. Details to qualified buyer. Box 3118, c/o Automotive News, Detroit 26.

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DEALERSHIP AVAILABLE handling Chevrolet and Oldsmobile. Established fifteen years in the state of Nebraska. Have sold 175 new units so far this year. Will sell for inventory or flat price. Dealers health reason for selling. Priced right for quick sale. Box 3100, c/o Automotive News, Detroit 26.

FRANCHISE AVAILABLE handling Lincoln-Mercury in S.E. Iowa county seat town. 34,000 population. Sales over \$700,000 so far this year. Fixtures and equipment priced at \$7,500 plus parts inventory. Ideal location, excellent lease available. 70' x 162' building and large used car lot. Must be approved by Lincoln-Mercury. Box 3128, c/o Automotive News, Detroit 26.

AN EXCELLENT OPPORTUNITY is offered by a Florida distributor for one of America's leading independent cars in one of the most desirable cities in the state. No used cars to buy or obligations to assume. The right man can start with a sensational line of new models and start a profitable operation immediately. Box 3090, c/o Automotive News, Detroit 26.

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DEALERSHIP HANDLING NASH, small investment, big return. Gross sales 1953 —\$814,496. Inventory parts, accessories, equipment, furniture and fixtures excess \$22,000. Will sell for flat \$15,000. No real estate. Rent for complete operation \$315 per month with option to renew. Lease has one more year. Reason for selling — dissolving partnership. Dolan-Yonce Nash, 24 Hayne St., Charleston, S. C.

DEALERSHIP AVAILABLE, handling Pontiac, in the most beautiful town in southern California. 125 plus contract. Trading area 37,000. Year around temp. 60-85. 60 minutes from mountain, desert resorts and L.A. Modern showroom, service department and used car lot overlooking Pacific. Good lease. No real estate to buy. Always made a good profit. Factory approval and moderate capital required. Box 3129, c/o Automotive News, Detroit 26.

DEALERSHIP FOR SALE handling Lincoln-Mercury for less than inventory parts and equipment. Will help finance. Will consider trade for income property. Sold 153 new cars 1952. Gross sales over million dollars. Highest per family payroll town of 60,000 people in U.S. Trade area over 100,000. Wonderful hunting and fishing. Modern building. Excellent lease, 3 years—\$400 per month, option renew. Copper City Motors, Butte, Mont.

DEALERSHIP WANTED

BIG THREE DEALERSHIP wanted within 75 miles New York City. Hammond, 54 Riverside Dr., New York, N. Y. Watkins 4-6754.

DEALERSHIP WANTED. Client wants Ford or GM dual. Florida. Preferably east coast. Consider eastern North Carolina. Write: James A. Garvin, Attorney at Law, 2421 Galiano St., Coral Gables, Fla.

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With 400 or more units.

Have factory approval.

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Replies confidential.

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WANT CHEVROLET FRANCHISE under 200 cars. Must be priced right. Harold Tietbohl, Cobleskill, N. Y.

WANTED — SMALL GENERAL MOTORS or good independent in Florida. Can get factory approval. Replies confidential. Allied Motors, 416 East Broadway, Louisville, Ky.

"BIG THREE" DEALERSHIP in San Diego county. George Viner, 6017 Vista De La Mesa, La Jolla, Calif.

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HOLMES WRECKER MODEL W-35-E installed on a 1950 Ford F-6 C.O.E. low mileage, excellent condition. Wrecker equipment complete with hi-speed towing cradle, brake lock, lights, etc. Would sell outright for \$2,795 or trade for passenger car. Write or call Bennett Motor Co., 47 West 6th South, Salt Lake City, Utah. Phone 3-4471.

1949 DODGE 2½ TON cab and chassis equipped with Holmes wrecker—less than 20,000 miles. King Motor Sales, Lebanon, Ohio.

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NEW OR USED LATE model engine dynamometer, to run-in and test remanufactured passenger type engines. For use with short and long block assemblies, Ford, Chevrolet, Plymouth, Dodge, etc. Contact immediately Ranco, Inc., 947 S. Miami Blvd., Durham, N. C.

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QUICK-TOW, Bumper-to-Bumper Tow Bar . . . \$19.50

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3 vital surfaces chrome-faced

1 Top compression ring is chrome-alloy cast iron with SOLID CHROME face, factory-lapped to a light-tight finish, with Granosealed sides for flexibility.

2 Side rails of MD-50 oil ring have SOLID CHROME faces. Granosealed sides for flexibility. Hundreds of thousands of cars have proved this ring best for oil control even in badly tapered and out-of-round bores.

3 All rings in Sealed Power KromeX Ring Sets are beveled or tapered to thread-line contact for quicker seating and blow-by control.

MD-50 STEEL OIL RING

The only ring with the Full-Flow Spring
Best for oil control even in
BADLY TAPERED
and
OUT-OF-ROUND BORES

**FIGHT HEAT,
FRICTION, ABRASION
CORROSION**

*the four worst enemies
of piston-ring life*

25
MAJOR ENGINE
BUILDERS
use
Sealed Power
chrome rings!

Sealed Power Piston Rings

SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

Sole manufacturers of KromeX Ring Sets, MD-50 Steel Oil Ring, Full-Flow Spring, Flex-S Flexible Oil Ring, and GI-60 Groove Inserts.
Leading producer of Automatic Transmission Rings, Power Steering Rings, and Non-Spin Oil Rings.